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56 PAGES

WHAT THE PUBLIC WANTS

'NEW BLOOD' IN LEGIT GIVES IMPETUS

Legit talent agents see a big dramatic season this fall regardless of any reflex benefit from the anti-films campaign. It is figured that later on this may be of further help, but meantime, with the highly successful legit season just past, an even more so brisk legit year is prophesied for 1934-5.

Influx of new blood into dramatic ranks is favorably regarded. Ullman & Harmon, Potter & Haight, Alfred de Liagre, Jr., and some other new Indies are favorably regarded.

Lodgers and Hart, Dietz and Schwartz, the Gershwins and others will be represented with new shows. First named team is combined with Owen Davis and Otto Harbach in a musical for Max Gordon.

Howard Dietz-Arthur Schwartz's "Three-Cornered Hat" may precede their musical for which Howard Lindsay wrote the book and which Dwight Deere Wiman, Jr., was to do. Jack Haley is wanted for that, but he's held on the Coast by Paramount pictures. Meantime Harold Franklin and Aron Selwyn may do "Moon".

Disney's \$250,000 Cartoon Feature; A Year to Make

Hollywood, Aug. 6.

Walt Disney is going ahead with preparations for making a cartoon feature based on "Snow White," but admits that the picture, if finally made, cannot be ready for release until the end of 1935 or early 1936.

Advance estimates place the cost of the cartoon feature at over \$250,000, and picture would take at least a year to make because of necessity of making nearly 200,000 separate drawings for animation besides innumerable scene backgrounds and synchronizing of the musical score with the individual frames of the film.

Luke and Vince Barnett In Same Cast—It's Murder!

Hollywood, Aug. 6.

Two generations of world's champion ribbers are making it tough for cast and innocent bystanders on the "Going, Going, Gone" set at Educational.

Luke Barnett, father of Vince, is doing his first picture part in the short in which younger Barnett and Billy Gilbert are paired in tops.

Stymied—50%

Charlotte, N. C., Aug. 6. Blue laws are serious in this Carolina town. A golf course whose property lies half within the township and half within the county can only operate 50% on Sundays, which is a better break than the theatres get.

Nine holes on the county side are legal through a "liberal" interpretation of the statutes.

HOUSE 'JINXED,' CITY SOFTENS ON TAXES

Syracuse, N. Y., Aug. 6.

For perhaps the first time on record, a municipality has formally taken cognizance of a theatrical jinx.

In rating the Empire, former K. and E. outlet, at \$109,000 of the total of \$857,350 for assessed valuation of the Gurney Building, Deputy Assessor Francis W. Kinney testified for the city at an assessment reduction proceeding that consideration was given to the fact that the theatre has always been more or less of a 'jinx'.

Empire, during its 10-year legit regime, enjoyed prosperity, but thereafter found the going rough despite a variety of managements and policies. At present, house is a grind filmer, with subsequent play at 10-15 cents.

CLEAN COMEDIES, DRAMAS, MELLERS

That's the Way They Rate—Sacrosanct Inner Sanctum Film Industry Analysis Shows Relative Popularity According to Number of Play Dates

MAY BE THE KEY

What does the public want?

Filmdom has been asking itself that question virtually since its inception, the same as older purveyors of diversification.

But every one has an answer for the picture industry.

And the answers, especially those from the outside who are sure they are right, differ.

Until now picture leaders have been satisfied to accept it all as an intangible something—something that will hit or miss, but defying a commercial perspective which would serve as a practical guide for Hollywood.

Buffeted by church and reformer into the greatest amount of space ever concentrated in the country's newspapers over any other two months in its history, and faced with another accounting of its stewardship to the public in the fall, filmdom is taking advantage of the national recess on a clean screen to do some things it has never done before. It is delving furiously into major company archives for facts

(Continued on page 51)

Airing Cupid in Code

Hollywood, Aug. 6.

Sweetie here of a radio star who broadcasts once a week from New York let slip secret of how they beat long-distance phone tolls.

Star and sweetie have a code which he weaves into his broadcast for dulcet ears to her alone.

JERSEY SPEED MAGISTRATES AIR-RAPPED

Philadelphia, Aug. 6.

Neat piece of showmanship is being done by Alan Scott, WCAU announcer, who supplanted Boake Carter in the 11 p.m. news spot. Spieler's idea is to clamp down upon the New Jersey fine racket for speeding, occasioned after two of the station's execs were caught under the hammer.

Phillyites, who journey to the shore over the weekends have been shelling out plenty to suspiciously "unofficial" justices, and Scott's nightly talks in the expose fashion are drawing tremendous response. Mail, which is piling in heavily, contains such a wealth of information, Scott is warning the fake magistrates and real ones alike that the plundering of local yokels must stop or else.

Dailies have taken up the hue and cry, working along with Scott's air column, and it is expected that some official investigation will be made of the fine racket as a result of the broadcasts.

CWA UNITS TO UTILIZE 600 ACTORS

More than 600 vaude performers and chorus girls will be put to work in CWA units, which will play the CCC camps, as soon as the states of New York, New Jersey and Pennsylvania can get the necessary organizational machinery working.

For several months the American Federation of Actors has been agitating for aid for the unemployed performers in the vaude field. Yesterday (Monday) Col. Earl Booth, of the Public Welfare Department of N. Y., and also an official of the CWA, called AFA headquarters to say that it was "okay for 30 units". AFA is now registering the unemployed in the profess.

If the units to be produced in the east are of the same order as the free shows being set in Illinois, there will be vehicles for all types of vaude performers, including sketches, as well as revues, to furnish employment for the chorines. Chorus Equity has also been asked to register the unemployed in the

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No Cash in the Till, But Lotsa Beer in A. C. Theatre's Icebox

Atlantic City, Aug. 6.

Finding audiences far and few between, the Actors' Group, occupying the Toy theatre (a boxhouse on the banks of the town's back bay), inaugurated the barter system of admission.

There were several admissions on beer and wine. Wine was used to advantage in the play, "The Drunkard," which the group presented on their little stage last week. Beer went into the icebox.

Idea proved a huge success. Not only did the novelty draw people, but they brought clothes, cigars, canned soups, beans, fruit, coffee, drugs, candy and even one evening gown. Stocked up with a supply for a while, the Group expect to return to a cash basis for admission.

C. of C. Agenting

Hollywood, Aug. 6.

Since the death of Marie Dressler, Metro has been swamped with letters and telegrams from amateurs who admit they are naturals to fill the shoes of the star.

Half the communications are anonymous. One telegram came from the Birmingham (Ala.) Chamber of Commerce, plugging an amateur in that city.

Bacil-Lies Sock L. A., Touries Off \$5,000,000

Hollywood, Aug. 6.

Amusement spots in Southern California drastically felt the adverse reaction on tourist influx of the widely bruited infantile paralysis scare here.

Although no estimate of loss in the entertainment field has been compiled, the loss to the entire state through publicity of the so-called epidemic, is set at not less than \$5,000,000 of subtracted tourist money, according to recent summary by the State Chamber of Commerce, of reports from hotel, travel, railroad and steamship associations.

Following a session of the Haysian directorate last week, industry leaders signified their belief that filmdom has passed through the main crisis in its relations with churches by abandoning the contemplated \$1,000,000 press-radio round-robin advertising defense. The following facts were also stressed:

That the newly strengthened Hollywood purging mill, a direct outgrowth of the clean-up campaign, is not adding to major production costs, but on the contrary, is providing a medium of budget saving greater than anything existent in the past.

That the Hays Organization will

(Continued on page 13)

Big Time N. Y. Spa Goes Small Time a la Coney

Saratoga, Aug. 6.

Penny hearts in the swank Grand Union hotel here is a first-timer for the spa.

Playing the Coney Island game in this racing resort for the August season, which is generally associated with glorified and gilded sportsmanship, is something which has all the vet track followers rubbing their eyes.

When the stakes get hot, however, the penny hearts game ups to \$5 chips

Important Precedents in Woolsey Decision Against Authors Swing Metro Over Alleged 'Lynton' Lift

In his lengthy opinion on film-play plagiarisms, wherein Judge Woolsey in Federal Court (N.Y.) ruled in favor of Metro, there are a number of interesting points to authors and producers which will become legal theatrical history.

Attorneys for Edward Sheldon and Mrs. Margaret Ayer Barnes, who sued Metro over 'Lettie Lynton,' say they will appeal from the decision knocking out their complaint. Sheldon and Mrs. Barnes are the authors of the Katharine Cornell play, 'The Dishonored Lady,' allegedly infringed upon.

At the same time, Metro was denied any legal costs. Judge Woolsey opining that Sheldon and Mrs. Barnes justifiably brought suit in an endeavor to protect their rights.

The essence of the opinion is that a treatment of a film script is presumably non-protectable by copyright or otherwise. It is because of this conclusion, and from which findings, that O'Brien, Driscoll & Rafferty for the plaintiff authors will appeal against Metro-Goldwyn Pictures Corp., MGM distributing Corp., Loew's Inc., and the Culver Export Corp., who are the joint defendants. J. Robert Rubin enlisted Nathan Burkan as associate counsel to the regular Loew-Metro staff in this matter.

Hays Mixed Script.
Metro at one time had a contract all drawn to purchase the rights to Sheldon and Mrs. Barnes' play, 'The Dishonored Lady,' for \$30,000, this alone being contingent upon a Hays office okay. When Will Hays nixed the script for films, Metro had the authors work on a treatment to get around the Hays taboo, and it was Judge Woolsey's observation in part of his opinion that their adaptation, morally designed to meet Haysite morals requirements, was almost a completely new work.

The Court dwells upon the known legal premise that mere ideas are not copyrightable and observes that Metro went to the same source

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Warners Sued for 22G On Mexican Song Usage

Los Angeles, Aug. 6.
Charging that Warners used the copyrighted Mexican song, 'Las Cuatro Milpas,' without permission in the picture 'Heat Lightning,' D. Acosta has filed a bill of equity against the producers in Federal Court demanding damages of \$12,500, attorneys' fees of \$10,000, and a restraining order against further showing of the feature until the song is eliminated.

Also named in the complaint are Mervyn LeRoy as director; Leo F. Forbstein, who did the musical score, and Rodolpho A. Salinas, who sang the number in the picture.

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Those Vallee Fans

Warners is holding a public voting contest as to which male star should play the title role in 'Anthony Adverse,' and a lot of ballots are piling in for Rudy Vallee.

WRITER-MEGGER COMBO A 'MUST' PER CONTRACT

Hollywood, Aug. 6.
Teaming a director and writer for an entire year is an innovation for Paramount, which is binding Wesley Ruggles, director, and Claude Binyon, writer.

Having worked together previously on two stories, Ruggles insisted on a clause in his new contract that he would have the sole use of a writer during the life of the pact and specified Binyon, although pact doesn't name this scribe.

Proposition has been a theory for successful film production a long time but has rarely been practiced. Argument for such combination was the work at Columbia of Frank Capra and Robert Riskin.

LAW KAYOES WILLIAM CONTRACT WITH AGENT

Los Angeles, Aug. 6.
Contract of Warren William and Ben Boyer, as agent, is voided by decision of Superior Court Judge Leon R. Yankich.

Boyer sued actor to determine status of a 1931 pact, William being then under five-year optional term to Warner Bros. Player told the court this film agreement had been terminated, and new contract made that nullified the Boyer paper.

Merle Oberon Coming Over on Korda's Loan

London, Aug. 6.
Darryl Zanuck, before sailing back to New York, closed a deal with Alexander Korda whereby he will borrow Merle Oberon for one picture.

Miss Oberon is on a long-term for Korda.

Ed Sutherland's 'Miss.' His Initialer at Par

Hollywood, Aug. 6.
Eddie Sutherland has returned to Paramount and will direct 'Mississippi,' musical based on a Booth Tarkington yarn.

Cast will be topped by W. C. Fields, Lanny Ross and Quennie Smith. Rogers and Hart are writing the tunes.

Sidneys Quit

Dr. Sigmund Sidney and Bee Sidney are calling it quits.
Mrs. Sidney is Sylvia Sidney's mother, the doc her stepfather, this being their second marriage.

U CALLS SULLAVAN

Called by Universal to prepare for her next, 'Within This Present,' which U wants to release in December, Margaret Sullivan took a plane out of New York Friday (3).

Even cast vacationing.

CHIC SALE'S LEGIT

Hollywood, Aug. 6.
Chic Sale through Leo Morrison is set for a week's personal at Michigan, Detroit, Aug. 24.
Sale then goes to N. Y. to appear in 'Elephant's Shepherd' for the Shuberts.



WILL MAHONEY

Nelson B. Bell in the "Washington Post" said:—"Mr. Mahoney worked himself into a state of limp exhaustion at yesterday's first performance. Mr. Mahoney is by way of being one of the best trouperes the American theatre can boast. He always has been the best of the hard shoe dancers."

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York City

Fox Unboosens Boyer, Pat Patterson Stays On For 1 More Picture

Hollywood, Aug. 6.
With Fox failing to pick up option on Charles Boyer on completion of 'Caravan,' French actor leaves tonight (Monday) for New York en route to Paris where he will resume picture work. He has a long-term contract with Pathé-Natan, negotiated when Bernard Natan was on the coast a few weeks ago.

Pat Patterson, his wife, under contract to Fox, remains here to do one more picture, 'Lottery Lover,' and then joins her husband in October.

DeCicco Goes Actor In U's 'Gods,' Ex-Agent

Los Angeles, Aug. 6.
Pat DeCicco, former husband of Thelma Todd, is going to take two weeks vacation from agenting to turn actor. After making a couple of tests for one of the gods in 'Night Life of the Gods' at U, he signed contract to play in picture. It is his first acting experience. Should he register, DeCicco says agenting will be just another past experience.

No W. & W. 1-Niters

Wheeler and Woolsey's proposed roadshow, intended for a route of one-niters eastward from Hollywood, is cold. It was to have started about Sept. 1.

Buddy DeSylva, Max Gordon and Leo Fitzgibbon were interested in the project.

RADIO TIES BLORE, RHODES

Hollywood, Aug. 6.
Radio has given term deal to both Eric Rhodes and Eric Blore from the legit cast of 'Gay Divorce' and now in the studio's film adaptation of the play.

Contracts are for six months, plus options.

SAILINGS

Aug. 21 (London to New York) T. P. Drew (Leviathan).

Aug. 9 (London to New York) Mark Oster (Berengaria).

Aug. 4 (New York to Paris) King Vidor, Ruth Selwyn, Harvey Thew, Elizabeth Nichols, Jack Connelly (Champlain).

Aug. 4 (New York to Genoa), Trini, Clarke Howell, William Huggins, Mrs. Barnarr Macfadden (Conte di Savoia).

Aug. 1 (London to New York) Mr. and Mrs. Darryl Zanuck, Harry Wardell, Bess Meredith, Michael Curtiz (Paris).

July 27 (London to Sydney) Sir Benjamin and Lady Fuller and Royal Grand Opera Co. (Melbourne).

1 Way to Beat It

Burbank, Aug. 6.
Mervyn Le Roy's one up on the remake racket.

After he shoots a scene, the director always tears up the script for that sequence into bits. Says it helps prevent retakes.

If Grace George Does Pix, Wm. A. Brady Will Supe

Hollywood, Aug. 6.
William A. Brady and his son, Junior, left for New York Saturday night (4), with the former returning here again in the winter to probably produce pictures.

Before leaving here, Brady stated there is a possibility of Grace George (Mrs. Brady) appearing in two pictures this year. Brady says that George Bernard Shaw called him that Fox, RKO and Paramount are interested in Miss George making 'Captain Brassbound's Conversion,' also Barrie's 'Legend of Lancelot.'

Brady quotes the Shaw cable as saying, 'If Grace George appears and supervises my play I am safe and will release the screen rights.'

LUKAS OUT AS U LEAD, WILLIAM OR TONE SUB

Los Angeles, Aug. 6.
Universal has been shooting 'Imitation of Life,' the Fanny Hurst story, for four weeks without using the leading male in the picture. Paul Lukas had been chosen for the part opposite Claudette Colbert but over the week-end it was decided to make another choice.

Studio is dickering with Warners to borrow Warren William and with Metro to get 'Bambino' in case the former is unavailable. Picture had a six-week schedule with Miss Colbert getting \$75,000 for the job, but it looks as though John M. Stahl will be a week overtime in completing it with Colbert to get \$12,000 per week for any period over the regular time.

Coast Car Casualties

Hollywood, Aug. 6.
James E. Perry, 50, employed in electrical construction division at Paramount studios, was instantly killed Saturday night (4) when his car collided with another while he was en route to his home in South Pasadena. Widow and three sons survive.

Another Paramount employee, Daniel Evans, 35, scenario writer, died in Hollywood Hospital Saturday. Car he was driving colliding with a parked car on West Adams street. Evans, a San Francisco attorney, recently joined the Paramount staff. He has written several of the Bohemian Club, San Francisco, shows.

NICHOLS' CONN. SIESTA

Hollywood, Aug. 6.
Buddy Nichols has taken a three months' leave of absence from the Fox writing staff to vacation on his Connecticut farm. He left yesterday (Sunday) for the east.
Nichols finished scripting '24 Hours a Day' before leaving the studio.

MG PACTS JO MATTHEWS

Hollywood, Aug. 6.
Mary Jo Matthews, who came here after playing in 'Let 'Em Eat Cake,' Broadway play, has been given a trial contract at Metro. First picture undecided.

LLOYD HAMILTON BACK

Hollywood, Aug. 6.
Lloyd Hamilton is back in films. He has started acting in two trailers for Calabrese Pictures.
Sam Newfield during the last story by George Jeske.

M'GUIRE MAY DO '3 MUSKETEERS' WITH TIBBETT

Hollywood, Aug. 6.
William Anthony McGuire will make as an independent venture a film version of 'The Three Musketeers' which he wrote for Florence Ziegfeld, and to which he has acquired rights.

Production on 'Musketeers' is due to start at Universal within two weeks after McGuire finishes 'The Great Ziegfeld.' Playwright will be on three months' vacation, which his contract with Universal permits, and figures he can finish the independent during the interim.

Lawrence Tibbett has been invited to play the role which Dennis King sang in the stage original. Rudolph Friml, who did the original score, will add several new melodies.

Release has not yet been set.

UNIVERSAL TAKES ON TWO MORE BRITONS

London, July 28.
Universal Films is doing plenty of signing here. Latest are Willy Castello and Betty Hamilton.

In case of Castello, Frank Ditcham and Dave Bader liked him so much from the glimpse they got of him in a continental flicker that they sent him to Carlsbad by plane, to get an O.K. from Carl Laemmle, Jr. Soon as Laemmle saw him he signed him, without even having a test taken. Castello is of Dutch extraction.

Betty Hamilton is, curiously enough, American, and crashed films for the first time in England, doing a few bits in London Films' latest, 'Don Juan.' Her test is now on the way to Hollywood.

COURT UPHOLDS AGCY. IN LANDI 10% SUIT

Los Angeles, Aug. 6.
Ad Schuler-Charles K. Feldman agency won full decision in its suit against Elissa Landi for alleged breach of contract and \$7,500 in commissions, Judge Lester W. Roth holding the contract valid and operative for almost four years to come.

Court also entered judgment for plaintiff for \$7,500 as commissions accrued to date of filing suit.
Court complimented agency for its diligent attention to Miss Landi's interests.

Commissions adjudged due were for acting in films at Metro, Columbia, Universal and Radio.

Leisen Switches, Off 'Menace' to Sidney Pic

Hollywood, Aug. 6.
From directing 'Menace' at Paramount, Mitchell Leisen has been switched to 'Red Woman,' starring Sylvia Sydney.

Ralph Murphy, recently ill, replaces on 'Menace.' For 'Furnish of Happiness,' which Murphy started, full screen credit will go to Alexander Hall, who succeeded him.

Splurges 'Nightingale' Yarn for Veiller Prod.

Hollywood, Aug. 6.
Paramount will splurge on a film based on the Crimean War activities of Florence Nightingale.
Yarn is being written by Anthony Veiller for production by his father, Payard Veiller.

Extras Hit Normal

Hollywood, Aug. 6.
Use of 1,200 extras by Warners during the last week for 'Six Day, Five Rider' boosted the total for the stanza to 4,526. This is first time in several months Central Casting figures have hit record.
Previous day was Friday (3) when 4,888 day check people were working.

FILM KIDS LAST 3 1/2 YEARS

Remotest Newspaper Connection Is Open Sesame to Film Studio Lot

Hollywood, Aug. 6. Business offices of the downtown Los Angeles dailies virtually control the flow of hinterland visitors to the studios, which is growing excessively this summer despite efforts of the Hays office to keep outsiders from the lots.

Sporadically the major companies through the Hays office issue visitor-banning regulations which are kept for a few weeks and then go lax. This summer the star-gazing problem has been a tougher headache than at any time in recent years, mainly due to the business office musts figuring in the situation.

If some one knows an advertiser in a downtown paper he's a cinch to get by the sacred portals. In fact, all he needs is to know some one who knows some one who is an advertiser.

Way it is worked is for the advertiser to ask the newspaper business office to use its influence in getting such and such a party into a studio. A b.o. must follow to the paper's picture editor or columnist, and this writer calls up the lot. Publicity department can't turn down the film writer, and so the visitor, his family and his friends are okay. They get into studio as friends of the paper, although perhaps no one on the sheet ever heard of them before.

Check-up of one studio showed last week more than 100 out-of-towners getting onto a lot to be officially escorted around, through musts from newspaper business offices. Same studio got 25 of these requests from one picture columnist, and not one of them was known to the writer.

FANNIE BRICE IN ZIGGY PIC, WHEN AND IF

Hollywood, Aug. 6. Universal and Fannie Brice are trying to get together on date for Miss Brice to work in 'The Great Zigfield.' Actress starts on tour this month with 'Follies,' opening in Chicago.

Show is tentatively booked into L. A. Biltmore, and if coming here Miss Brice could double in the picture then. She has a sizable part in the film. Actress, however, may have to leave the company for a couple of weeks if no other way can be found.

Seymour Felix will stage the dances for 'Great Zigfield.' He is now doing Eddie Cantor's 'Kid Millions' for Sam Goldwyn, and will bring over many of the hand-picked line girls to Universal with him.

Sid Silvers arrived Friday (3) to work on the story with William Anthony McGuire, who is producing.

Paulette Goddard Back, Awaits Chaplin's Next

Hollywood, Aug. 6. Paulette Goddard returned Friday (3) after a rush trip to New York. Charles Chaplin, meantime, is still uncertain concerning the starting date of his picture, in which she has a lead.

U BUYS FRENKE YARN

Universal City, Aug. 6. From pen of Dr. Eugene Frankle, Anna Stein's husband, Universal has yarn titled 'Life Returns.' If tale tells properly at hands of scripters, it will produce with Frankle probably directing.

Knerts Knitting

Culver City, Aug. 6. Helen Hayes was knitting away during a scene in 'What Every Woman Knows,' at Metro. Take after take was ordered. Star, with a decided burr, exclaimed: 'I'm afraid now this will be a pair of tights instead of a stockin' ere we finish this sequence.'

SCREEN GUILD DUES RATIOED TO INCOME

Hollywood, Aug. 6. Screen Writers' Guild is charging its members dues, based on the amount of salary each receives per year from the studios.

Under a sliding scale, writers getting \$10,000 a year and more are paying quarterly dues of \$25; between \$20,000 and \$40,000, \$18.75; \$10,000 to \$20,000, \$12.50 and \$10,000 and less, \$7.50. Former quarterly dues were \$7.50. Associate members pay \$2.50.

New membership plan, announced this week is retroactive to July 1, with executive board giving the members seven days in which to turn in their classification or else be arbitrarily assessed on the board's estimate of their earnings.

Placing the dues system on the basis of pay earned is the result of a movement to boost membership which arose at the annual meeting when it was shown that the expenditures for the previous year were out of proportion to the income.

Marie Dressler Wills Mink Coat to Her Pal; Remembers Friends

Los Angeles, Aug. 6. Marie Dressler willed a mink coat which she never wore to her close friend Kitty, wife of Allen Breed Walker. Georgia Gaine is bequeathed the diamond necklace Miss Dressler bought from her.

Nella Welsh, astrologer friend, gets \$5,000. May Duryea is willed same sum.

To Frances Marion, scenarist, the actress gave a pearl and diamond brooch. Her negro servants, Mamie and Jerry Cox, are given \$50,000. Wearing apparel, and all the Dressler autos, also all her flat silver.

Total valuation of estate is put at \$300,000, bulk going to Miss Dressler's sister, Bonita Ganthony, resident in England.

McCoy Personals

Hollywood, Aug. 6. Tim McCoy, currently doing a series of westerns for Columbia, will make a 10-week personal appearance tour of picture houses. Booked by the William Morris office.

Chatterton's Legit?

Stock company in Locust Valley, N. Y., is dickering with Ruth Chatterton to try out a new play, unnamed in the negotiations. Miss Chatterton is reportedly interested, with a reply due when she goes back the seaboard.

AVERAGE CAREER FOR JUVENILE ACTORS

Coogan, Cooper, Temple Only Exceptions—Long Shot and Short Life for Most of 'Em—Odds Against Film Cycle Ever Happening

COOGAN'S HI FINANCE

Hollywood, Aug. 6. The kid cycle in pictures, which was freely predicted when Shirley Temple streaked to fame, seems as far away as ever. Odds are against it ever happening.

Over a period of 15 years only three juvenes have had their names clamored above the title, the test tube of film greatness. First to scale the heights was Jackie Coogan. There was every reason to believe that an era of short pants and golden curls had arrived, but nothing came of it until 12 years later when Jackie Cooper graduated from Our Gang to full length flickers. Started another trek to Cinema City by fond mamas and precocious kiddies and history repeated itself. Now in the midst of a Shirley Temple influx the guessing is all one way.

This pouring in of the prodigies is not entirely propelled by an ill wind. True, it has the studios and casting offices gasping, but many of the tots are being groomed in schools and eastern dollars into coastal circulation. Even if they don't make the grade they can be used to advantage around the house to entertain the bridge club or the sewing circle. Of course, that doesn't set so well sometimes with the old man who figures he's entitled to a better return than that for his investment.

Odds Against Kiddies Looking over the list of youngsters who have worked in Hal Roach gang comedies, the real spawning grounds of the future greats, the percentage is all against an uninterrupted career on the screen. Of the more than a hundred who have been on the roster since its inception, less than half a dozen are still making faces at the camera. Average film life of these juvenes is around 3 1/2 years.

Mary Kornman has bettered this mark and is kept fairly busy. Johnny Downs and Jean Darling were recently spotted by Roach in 'Tabes in Toyland.' Joe Cobb, the fat boy, (Continued on page 10)

ZANUCK ANGEL FOR HOPKINS' B'WAY PLAY

Understood that Darryl Zanuck is angling Arthur Hopkins for the production of 'Old Folks at Home,' by H. M. Harwood. Harwood is in New York from London to help stage the piece.

For U's Prodigy

Hollywood, Aug. 6. Figuring that its four-year-old child prodigy, Baby Jane, is ready for stellar billing, Universal is having an original yarn written for her by Boris Anderson. Ben F. Zeidman will produce.

Special attention on the starlet comes as a result of her showing in the John M. Stahl picture, 'Imitation of Life,' now in work.

G-B's G.M. Jeffrey Bernerd States U.S. 'Invasion' Was Forced Upon His Co.; Exchanges in 32 Keys, Prod. Here, Etc.

Earful, Eyeful

Hollywood, Aug. 6. Some years ago in the prize ring George Raft forgot to duck.

Last week the actor was spotted in a society drama. A few days ago he went for a plastic surgeon to beautify the mangled ear.

New contract will tabu gangster roles.

RAFT AND SATZ IN H'WOOD BATTLE

Hollywood, Aug. 6. George Raft proved to the satisfaction of one Sam Satz that he's still pretty handy with his dukes and handed the latter as neat a shellacking as Hollywood boulevardiers have seen in or out of a ring in some time. It all happened near the Hollywood Brown Derby Friday (6) when Satz made a disparaging remark about the Draculian features of Raft's bodyguard, Mack (Killer) Gray.

When Mr. Satz also made a sneering allusion to Raft's rebuilt ear, that was the payoff, and Raft went into actup. He yanked the glasses from the Satz nose bridge and lashed out with a stiff right.

Satz shot two to the brittle Raft ear that started the claret. Then the gendarmes swooped down on the belligerents and shoed them off.

The 'killer' bundled his charge into a passing car and Raft took his bows over the side of the tonneau. Satz took it all with a grin.

Three-Way Scripting Race at MG on 'Salute,' Joan Crawford's Next

Hollywood, Aug. 6. In rush to get story for Joan Crawford, now available, David Selznick has made a three-way assignment of scripting 'Salute! There Goes Romance' at Metro. First to come across with the jell will be chosen.

Ursula Parrott yarn is assigned to Arthur Kober and William Hanemann, to Sarah Mason and Victor Heerman, and to Stella Bloch.

Miss Crawford is also set for 'Forsaking All Others,' to be directed by W. S. Van Dyke, now on vacation. This will be her next if the rush order for 'Salute' misses fire.

Arlliss Nixes Shylock

London, Aug. 6. George Arlliss has turned down an offer to play Shylock in Shakespeare's 'Merchant of Venice' here. Shakespearean Film Society wanted Arlliss to handle the part but actor told them he had too many other things on hand.

WB's Optionites

Hollywood, Aug. 6. Warners has lifted options on the same teams of Sammy Fain and Fredric March, Allie Wright and Mort Dixon, and Astor John Eldredge.

Gaumont-British isn't going to waste any time in its entry into the American market. Within the next five or six weeks the company expects to have a full organization lined up, with offices and exchanges in all 32 key cities. By Sept. 15 the company ought to be operating full swing—that's the belief and hope of Jeffrey Bernerd, company's general manager, now in New York to effect the company's expansion.

Gaumont-British was pushed into this move, Bernerd explains. 'We didn't want to crash into the American market and we didn't want to go into competition with Americans. But we cannot go on any longer manufacturing films for the British market alone. It's too narrow a field and the making of good pictures is too expensive.'

There are no limits or barriers to Bernerd's plans. If selling British pictures in the U. S. means hiring important American stars, he says, he'll hire them. If it means leasing theatres, he'll lease 'em. If it means producing in the U. S. he'll do that.

Michael Balcon, G-B production chief, is coming over in about two months, Bernerd states, to o.o. production possibilities and advisability.

Theatres? Well, Bernerd doesn't know, he says. Maybe. He's talking about the Roxy, New York. Over the weekend there were several conferences which may culminate in a

(Continued on page 55)

DOUG, JR., GERT LAWRENCE TO PLAY B'WAY

London, Aug. 6. Doug Fairbanks, Jr. and Gertie Lawrence are going to New York next year as co-stars of a new play being written especially for them by Clemence Dane. Play will be done here first.

Meantime, Fairbanks, Jr. is understood set for two films to be made in the fall, but neither of them for Alex. Korda's London Films Co. Not known who the company is, but believed it may be Gaumont-British.

RICHMAN'S MUSICAL AFTER COL FEATURE

Harry Richman plans to speed up his Columbia picture assignment in order to get back in time to co-produce and star in a musical this fall.

He's been huddling at Lake George, N. Y., with Ray Henderson and Jack McGowan this week on the writing thread. With the composer and librettist, Richman will also sponsor the production.

The Col picture chore comes first, however, 'Titled 'Georgiana.'

Aarons Coastward On Spec for Pics

Alex Aarons (ex-Lord Frendly) has gone back to Hollywood to try picture production again. No connection as yet.

Former Jack Higgins trio was with Sam Goldwyn for a time until they washed on ideas.

Vinton Freedley, his ex-partner, meantime is individually sponsoring the next Victor Moore-William Cagney musical with Guy Bolton, P. C. Winkler and Howard Lindsay are advising him.

Allied Owners Corp., a 23 Millions' Creditor of Par, Opposes P-P Reorg.; Reason—It May Affect Parent Co's.

The first case where any creditor has gone on record to oppose reorganization of Paramount Public subsidiaries by the Par trustees has been filed by Allied Owners Corp. Payment of P-P cash in settlement of claims of subsidi, on the ground this will affect the ultimate probable recovery on claims against the parent company on reorganization, is also protested. Some such action has not been unexpected during the past few weeks.

Allied Owners, itself in bankruptcy, is one of Par's largest creditors, having a claim of \$23,364,756. The company built seven theatres for Paramount in 1927 under purchase contracts calling for installments over a period of 15 years. Default on these payments, on bond issues, back rent and other items constitute the more than \$23,000,000 Allied claims.

In filing papers in the U. S. District Court for intervention in a Paramount reorganization plan, and protection against depreciation of Par assets through subsidiary reorganization or claim settlements, the Allied company sets itself up as a secured creditor entitled to this consideration. Company claims that it is the only creditor on the books as a vendor of real estate contracts and that the seven theatres it built are security for payment of the purchase price.

One-Third of All Debts Allied claims that the total final claims against Par will amount to (Continued on page 25)

Commerce Dept. to Publish Its Amus. Biz Census This Wk.

Washington, Aug. 6. Results of the first census of amusements in the United States will be published by the Commerce Department late this week, summarizing statistics on employment and business volume for 1933.

A series of reports covering the service trades and amusement business by states has been published by the Census Bureau during the past week, but in the state summaries amusements are not distinguished from laundries, barber shops, and other service establishments.

STOOGES MAGNA CHARTA

Case of Ted Healy Vs. Columbia to Bring Epic Court Decree

Magna Charta for stooges is looked for in trial of case of Ted Healy vs. Columbia Pictures, in his effort to halt certain screen antics of his former trio, Howard, Fine and Howard. In complaint, Healy calls stooges 'grotesque characters'. Columbia has been given 10 days to make answer in court.

Conselman Mulls Next Story for Will Rogers

Hollywood, Aug. 6. William Conselman, F. W. writer, left Saturday (4) for New York to confer with Walter B. Pitkin on latter's best seller, 'Life Begins at 40'.

Conselman will adapt the book as a Will Rogers' starrer.

MG Scours 'Woman' for Next Breen Treatment

Hollywood, Aug. 6. Metro is taking another try at apolloing the script of 'Wicked Woman', in order to get in through the Hayes office purity squad. Zelda Sears, just back from Europe, is doing the carpentering. Originally set for Jean Harlow, picture is now aimed for Mady Christians.

ZEPPU ADDS KANE

Hollywood, Aug. 6. Zeppo Marx has taken Walter Kane over from the Harry Weber agency.

A former actor, Kane has been with Weber just two years.

FRANKLIN'S 4 INDIES

First With and By Geo. M. Cohan Releasing Through Fox

Harold B. Franklin, turning picture producer, places his initial effort into production Aug. 20, with release through Fox on a deal just made with that distributor. Picture is 'Gambling.' George M. Cohan play and will star Cohan, with Dorothy Burgess among those in support. Miss Burgess arrived in New York Friday (3) to be in readiness for cameras Rowland V. Lee will direct.

Franklin plans to make at least four pictures.

EARL CARROLL 'BEAUX ARTS' MADE EAST

With Electrical Research Products, Inc., 50-50 on financing, Earl Carroll's picture, 'Beaux Arts Ball', is to be made in New York. Release will be through Fox instead of Paramount, which financed Carroll's 'Vanities'.

Original yarn is by Carroll and Sig Herzog, all set as his next for Par.

Under deal, finished product must be in Fox hands by Jan. 1. Production scheduled to start next month at ERI's Eastern Service Studio.

Coast quoted Carroll as saying he preferred east for production because he could get his chorines closer to Broadway.

Randolph Crossley and Maurice Cleary are coming east from Coast this week to join Carroll as associates on the production.

Warners Marines Pic Sequel to 'Comes Navy'

Burbank, Aug. 6. Government technical adviser on Marines aviation yarn which Warners will make, will be Lieut. L. R. Henderson of the Marine Corps who has been detailed by Brig-Gen. F. L. Bradman of the Marine base at San Diego.

Picture will feature James Cagney and Pat O'Brien, stars of WB's current naval pic release, 'Here Comes the Navy'.

Lloyd's British Film Bid

Hollywood, Aug. 6. Harold Lloyd has an offer from a British studio to make two pictures in England.

Lloyd says he won't make up his mind until after he talks with his Clarence Budington Kelland east next week. Latter is finishing up a special yarn for the next Lloyd film.

Lloyd is set to leave here for New York Wednesday (10).

TO DISCUSS CRUSADE

Educational Committee of the Film and Photo League announces a discussion on the purity campaign at 12 East 17th st. tomorrow (Wednesday) evening, with speakers for and against the league. Admission is free.

RUGGLES OUT, TOLER IN

Hollywood, Aug. 6. Paramount has signed Sidney Toler for role penciled in for Charlie Ruggles in 'Ruggles of Red Gap'.

Instead, Ruggles will costar with Mary Boland in 'People Will Talk'.

RKO Adds 4 in N. Y. Circuit Expansion

In its efforts for circuit strength in the metropolitan N. Y. area, RKO is picking up individual independent houses on which suitable deals can be made.

During the past week RKO's theatre grabber, Malcolm Kingsberg, took over four indie theatres in widely separated sections. They are the Fortway and Utica, Brooklyn; the Alden, Jamaica, and the Queensboro, Elmhurst, L. I.

Canada Abandons Own Productions; Ousts Censor Bd.

Toronto, Aug. 6.

Continuing his economy program, on promises of which he was recently elected, Premier Hepburn's next move will be the wiping out of the government's motion picture bureau.

'We are going out of the production end of the motion picture business,' he declared. 'We are producing second-rate pictures which haven't enough appeal to be shown anywhere. We haven't the technical men needed to turn out first-class pictures and can't afford to go out and hire them.'

Annual salaries of the motion picture bureau total \$19,527. It is understood that Major G. E. Patton, director, will be asked to resign as well as his staff of 12.

Premier announced he will also cut down the board of censors personnel. Censorship, salaries total \$19,108 yearly. Fate of Major J. C. Boylen, chairman of censorship board, remains uncertain.

Robert Montgomery Set In 'Piccadilly' Musiker

Hollywood, Aug. 6.

Metro will star Robert Montgomery in a musical, 'Piccadilly Jim', based on a yarn by E. G. Wodehouse. Dave Selznick produces.

Marc Connelly has been scripting but will be joined by Robert Benchley.

Youngest Film Prez

Maurice Conn, head of Ambassador Pictures, arrived in New York yesterday (Monday) to make distrib deals on a series of James Oliver Curwood pictures starring Kermit Maynard, younger brother of Ken Maynard.

Joe Aller, of Consolidated Film Labs, is financing Conn, who, at 27, rates as the youngest president of a film company.

MISS BURANI WEST

Hollywood, Aug. 6.

Michelle Burani, who was in the New York leg. cast of 'Enter Madame', arrives here tomorrow (Tuesday) under contract to Paramount.

Electrics Beset More Than Ever By Sporadic Patent Litigations

Litigation is far from ended in the American electric's patent field. Small fly-by-night equipment companies have anything but vanished. Installations at the 12,000th mark are figured by the big electrics to have reached the saturation point.

ERPI and RCA Phonophone, now facing actions, unofficially estimated to be seeking close to a billion, together haven't more than 5,000 installations in the U. S. Some 250 other nondescript sound systems, reported by the electrics to be existent even today, are credited with wire in the remaining 4,000 theatres.

ERPI's settlement with Warners hasn't put a quietus on other litigation. In fact it has aroused what

Warners with Interests Other Than Loew Still Hot on Fox-Met; Loew Bows Out; Bill Fox, Blumey?

Phil Ryan to Make 4 Features This Year

Hollywood, Aug. 6.

Four features for a major release will be produced by Phil Ryan during the coming year. He has the first story selected, and plans to start the initial picture the middle of September. Also to do a series of one reels.

The producer will headquarter at the RKO-Pathé Studios, where he produced a series of two reel comedies for Paramount release last year.

FOX'S \$1,199,241 NET FOR 6 MOS. ENDING 6-30

Strengthening of the Fox Film position following its reorganization plan more than a year ago is reflected in net earnings for the 26-week period ended June 30 of \$1,199,241. This is equal to 49c a share on outstanding Class A and B stock, amounting to 2,436,309 shares.

While a comparison of figures with 1933 is not possible because of reorganization last year, consolidated earned surplus as of June 30 compared with earned surplus as of Dec. 30, 1933, in itself tells the story of Fox's greatly improved condition. Surplus was \$2,913,312 as of June 30 last, while on Dec. 30, 1933, it stood at \$1,674,354, an increase of more than 50%.

The second quarter for Fox this year was substantially much better than the first in the height of the film season, three months ending June 30 having shown a net of \$993,865, as compared to \$747,716 for the quarter ending March 31.

Deductions against gross income for the 26-week period includes Federal taxes, interest and depreciation, but does not take in depreciation of studio buildings and equipment placed at \$326,221.

Fox statement does not include operations of Wesco Corp., because of bankruptcies existent over principal subsidi of this company such as Fox-West Coast.

Milton Sperling Joins Ed Small as Assistant

Hollywood, Aug. 6.

Milton Sperling is leaving Warners to become executive assistant to Edward Small at Reliance.

Sperling has been assistant to Hal Wallis, production head of Warners.

Warner Bros., either individually or in association with unnamed others, in trade opinion is to figure in a possible takeover of Fox-Metropolitan Playhouses. Interest of WB on some kind of a deal of its own following withdrawal of the combined WB-Loew bid, is held to be unquestioned, with indications pointing strongly now to a reorganization plan in which this company will figure. Loew's has bowed out altogether.

Such a reorganization plan, preparation and submission of which Saul E. Rogers has asked Judge Mack's permission, would take the place of the reorganization plan now pending for some weeks. While the dope is strong that WB will in some way become a part of Rogers' plan, it is also inferred strongly that WB will have others with it, William Fox and A. C. Blumenthal are mentioned in this connection as possibilities. Rogers was formerly general counsel for Fox at the time Blumenthal was Fox's general theatre buyer.

At an adjourned hearing on the Fox-Met matter yesterday (Monday) before Judge Mack, Rogers was (Continued on page 54)

All Par Claims May Be Filed Up to Sept. 15 Next

On an order signed by Federal Judge Alfred C. Cox, all claims excepting certain bonds, which were not filed in the Paramount Public bankruptcy by Sept. 14, 1933, date on which they had to be filed to be considered, may now be filed up to and including Sept. 15, 1934. In a notice to all creditors apprising them of this extension under the change of Par from a bankrupt to a debtor corporation, under the new bankruptcy provisions, the Par trustees also indicate that the time may be further extended.

Order provides that if creditors are to participate in a reorganization plan, proofs of claim must be filed not later than Sept. 15 next unless a further extension is granted. Claims which were filed by Sept. 14 last year under the Par bankruptcy will not have to be refiled. Order of the court holds that they be deemed as filed under the reorganization of Par as a debtor company.

About \$30,000,000 in Par Public and Paramount Famous Lasky bonds were not filed by Sept. 14, 1933.

All bonds but these may be filed, order excepting bond claims which have been expunged by order of the referee in bankruptcy proceedings, and claims not substantiated by the filing of bonds on which the same were based.

Franklin's Geo. M. Cohan Pic, Dot Burgess Also Set

Signed to appear with George M. Cohan in 'Gambling', to be produced at Astoria, L. I. by H. B. Franklin, Dorothy Burgess reached New York Friday (3).

Production is slated to start Monday (13).

Baer 50G for Par Pic

Hollywood, Aug. 6.

One film at Paramount guarantees \$50,000 to Max Baer. Through Leo Morrison, champion gets \$10,000 per week for minimum of five weeks.

Lou Sarecky's Chore

Hollywood, Aug. 6.

Lon Sarecky's first supervisory job on a new RKO-Pathé deal will be 'Kick-Off', football story by Nick Barrows and Mark Smith. It will be directing initiator for Glen Tyron.

Louis Stevens is within the adaptation.

FILMS' NEW SEASON PUSH

Eventually

Eruption of the League of Decency gives new force to the old argument in favor of classified theatres, first advanced some 20 years ago. Suggestion was made then, but it has recurred regularly whenever the protest against the pictures' effect upon the child mind is again brought up, but exhibitors still seem to feel that they need to draw from all ages and types of mentality while producers do not relish the idea of making special productions for children, having found in the past that there is small profit from rentals.

In no other phase of entertainment does a similar condition exist. In pictures the same screen displays indiscriminately productions drawn from all of types without regard for suitability.

In the early silent days this was well enough. The one-reel pictures sold chiefly the idea of pictured motion. Thin, unimaginative and entirely innocuous plots were set in pantomime with such aid as could be rendered by sub-titles. Most children saw only the crude basic drama. The sex angle was glossed over. Even before the arrival of the talking picture there had been efforts made to appeal to the distinctively child audience. The old Kalem company made two or three productions of fairy tales with the idea of an eventual weekly release. All of the old-timers took one or more chances with film intended strictly for juvenile appeal. Exhibitors, however, would have nothing to do with these experiments and the idea dwindled.

When the talking picture arrived it created an entirely new condition. Dialog made a definite and unmistakable exposition of the plot, and with dialog came the introduction of the bawdy and frequently indefensible jokes. Sex situations became emphasized and definite. Sex, the basis of most drama since the Greek stage, was made palpably evident. For the first time there came to be some truth to the contention that the picture had an influence not wholly good upon the child mind. But this has been too much stressed in the recent debates. Any fair-minded magistrate dealing with juvenile delinquency can depose that most children above the age of 12 have a definite understanding of sex matters which was not gathered from the screen. Long before pictures the same conditions existed and were variously blamed on the roller rinks, dime novels, bicycling or whatever happened to be the fad of the moment.

It may frankly be admitted that the screen cannot be confined purely to that which parents believe to be suitable for child consumption. It violates our standards of decency to admit children to the showings of plays ostensibly adult and it is within the course of reason to realize that the screen is growing adult; that it can no longer be limited in its themes to that which come under the head of 'suitable for family trade'. Hence there arises a need for a new development in the picture theatre which shall recognize the new development and segregate picture drama into two classifications: theatres for those who want sophisticated adult stories and other theatres where juveniles could be solicited or those who want westerns, etc. In the smaller towns single theatre may appeal to both classes of patronage on different nights giving the Saturday matinee and perhaps Friday night to the children. Example would be one house playing 'Of Human Bondage' and another a George O'Brien or Joe Brown type of film.

It might require a revision of production schedules, to provide the two classifications with proper material. It would not require a greater number of pictures, perhaps even less, and, after a short period of readjustment, the profits should be as large if not greater. It would then be possible to appeal to those who do not now patronize the picture theatres because producers must perforce fall between the two divisions of appeal and produce a product which pleases neither class.

Eventually this condition must prevail if the picture is to endure. So why not now, when conditions are so ripe?

LOEW'S 40-WEEK NET UP 65% OVER 1933

Greatly improved conditions in theatre operation is reflected in Loew figures, revealing that for the 40 weeks ended last June 7 business has jumped approximately 65% for this circuit compared with the results for the same 40 weeks in 1932 and 1933, ending June 8, 1933. For the greater portion of this period, when the operating profit has shot up, American industry, including pictures, has been under NIRA.

Net for Loew's, Inc., for the three quarters up to last June 7 was up to \$5,750,000, equivalent to \$3.45 a share on the common stock after preferred dividend requirements to subsidiaries. This compares with a net of \$2,336,927 for the corresponding 40 weeks ended June 8, 1933, equivalent to \$1.11% on the common.

Operating profit for the latter period was \$5,655,809, as compared to \$3,641,012 for the 40 weeks up to last June. Depreciation and taxes has been greater for the 40 weeks ended June 7 this year than for the same previous period by \$250,150. Expenses were \$3,850,262 for the 40 weeks but accounted for and \$1,257,747 for the same period up to and including first half of 1933.

Parent-Teachers Angle

Washington, Aug. 6. Campaign to make local school boards responsible for types of film entertainment shown in very community was planned last week by National Congress of Parents and Teachers in new developments in screen clean-up crusade.

Three-year plan proposed by Mrs. Robbins Gilman, militant enemy of block booking, calls for work by all local P-T-A groups to regulate nature of films shown children and to realize 'the potential good to be derived from motion pictures'.

Announcing P-T-A will cooperate with institutions of education and government departments to secure better type films, Mrs. Gilman said organization will not cooperate with the industry either by previewing or listing pix.

Program aims to secure 'suitable' pictures for instruction, culture and entertainment; develop film libraries for school and community use; special educational showings for children; and enactment of trade practice control legislation, such as regulation of block booking.

REVNES BRENS FOR MG
Culver City, Aug. 6.

Appointed censor contact at Metro, Maurice Revnes reads all scripts before Joe Breen is handed them by studio.

Revnes also will keep in touch with Breen on stories MG plans to buy.

STRONG B.O. TAKE VIA STRONG PROD.

Industry Counting on Important New Films to Give 1934-35 Fast Start—Also Figured to Offset Any Anti-Film Campaigning

ALL CO.'S SET

With the industry waiting for the new season to start, distributors are laying out releasing schedules for a concerted push on product starting around Aug. 15, when the 1934-35 film year gets under way. Holding back certain productions which in former years may have gone out earlier to create sales stimulus, the idea seems to be to bombard the market as far as possible with big pictures this fall.

Where pictures are ready, none of the distributors are holding back for better winter conditions, as sometimes happens. Everything of any expected box office power is being rushed out starting Aug. 15 in hopes that September and October will act as an impressive first lap on the new season and generally lend impetus to business.

Another thought in shoving out (Continued on page 21)

FOX TO MAKE 12 IN LONDON

London, July 28.

Fox Films is now definitely committed to making its own pictures here and is momentarily expecting to close a contract for its own studio.

On the payroll will be T. Hayes Hunter, Anthony Kimmins and Albert Parker, as directors, and the three of them are being counted on to turn out 12 pictures per year.

Metro All Set to Start London Pic Prod.; Plot Everything from U. S.

Hollywood, Aug. 6.

Metro is practically set to break into British production. Company has made up its mind to turn out a few films there. Just how soon or who will be in charge of production is not certain yet, but David O. Selznick will go over in the fall to make three or four pictures, splitting his time between production in London and Hollywood.

Final details of the plan are in abeyance while Louis B. Mayer is abroad looking around. Mayer on his return to the U. S. will outline final details of the project.

Meantime company has set its jabs in the script department here hunting for material and expects to line up a half dozen possible scenarios to start with. That indicates that Metro expects to plan the entire thing carefully from this side, sending over script, stars, producer and technicians for making of the pictures. Local British talent will be used, however, for the secondary acting parts.

Also undecided yet is where Metro will produce in London, since studio space is reported getting more and more difficult to obtain.

Chi Legion Canvasses Nabe Exhibs In Boycott Threat; New Bulletin Lists Only Condemned Pictures

Kent to Coast Soon

Sidney R. Kent plans to leave by the end of the month for a Coast visit to the Fox studio. No date definitely set.

It's a periodical trip to contact production executives.

RUFÉ LEMAIRE'S CASTING POST AT METRO

Hollywood, Aug. 6.

When Rufus LeMaire returns here from London, probably in September, he will assume the post of casting director at Metro. Deal was set with L. B. Mayer prior to LeMaire's departure abroad last month. Both Mayer and LeMaire are now over there, the latter currently being personal manager for George Arliss.

LeMaire replaces Ben Piazza in the casting spot at M-G, expectation being that Piazza will merely move over and undertake other duties at this studio. It marks LeMaire's fourth studio connection since he first came out here as an agent. He was on production at Columbia, became casting head for Warners and then was designated an associate producer at Fox.

Plans are for LeMaire to move in immediately upon his return from London.

Beaumont Quits MG

Culver City, Aug. 6.

Harry Beaumont leaves Metro as a director Thursday (9) when his contract ends. He was to have handled the 'Casino Murder Case,' picture has been postponed.

Beaumont has been at Metro a year under his present deal.

Sues Alex. Pantages

Los Angeles, Aug. 6.

Alexander Pantages, together with Mills, Shreeve & Co., is named in a supplementary complaint filed in Superior Court by Marion Churchill demanding recovery of an asserted loan of \$150,000 on notes executed in June, 1933.

Plaintiff sues as trustee of the estate of the late Elizabeth Churchill Spaulding, from whose properties M. C. Chapman and his son, as former trustees, are declared to have made the loan.

Next for Lubitsch

Hollywood, Aug. 7.

When Ernst Lubitsch returns to Paramount after leaving away at Metro on 'Merry Widow' he will direct one of two productions, 'All the King's Horses,' with Carl Brisson starred; or 'Carnival'.

Director has already played both parts and will make decision on first to go when he gets back to Paramount the end of this month.

Chicago, Aug. 6.

Reversing its bulletin of previous week when it issued no list of banned pictures, the Chicago Legion of Decency last week sent out a bulletin which contains only condemned flickers. Bulletin makes no mention of 'white' or 'pink' pictures.

On the ban list are a number of repeats. Complete bulletin lists: 'Affairs of a Gentleman,' 'Finishing School,' 'Glamour,' 'He Was Her Man,' 'Scandals,' 'Good Dame,' 'Laughing Boy,' 'Little Man, What Now?' 'Lazy River,' 'Manhattan Melodrama,' 'Nana,' 'Merry Wives of Reno,' 'Of Human Bondage,' 'Sadie McKee,' 'Smiley,' 'Sisters Under the Skin,' 'Upworld,' 'Catherine the Great,' 'Henry Tozires' as the condemned batch.

Boycott Threat

Legion of Decency last week started a canvass of all nabe theatres threatening an organized boycott if these theatres persist in playing pictures on the ban list. Legion states it's okay for theatres to play pictures in the A and B classifications but not in the banned C pictures.

Legion is reported burned over the big business being done around town on three banned flickers, 'Manhattan Melodrama,' 'Sadie McKee' and 'Of Human Bondage.' Latter picture broke all attendance records the first week at the Loop Plaza, held over a second week to smash trade and then shifted immediately to the B&K, Loop Garrick for additional first-running.

CHINESE OKAY 'PAINTED VEIL'

Hollywood, Aug. 6.

Metro's 'Painted Veil' has passed muster with the Chinese legation and become the first film with an oriental background to get an okay from the far east republic.

After lamping the script of 'Oil for the Lamps of China,' consul here admonished Warners against permitting the following indiscretions: civil war, women's bound feet, wearing of queues, concubines, opium smoking, superstitions and the improper use of 'chinkman' or 'chink'.

Special rep from the government is en route to watch over the making of 'Good Earth' at Metro, Paramount's 'Limousine Nights' is also being closely watched.

No Buffalo Blacklist, Just 'Approved' Films

Buffalo, Aug. 6.

The Buffalo Legion of Decency this week issued its list of approved current films with the announcement that the list should form a temporary practical means for supporters to keep their pledge.

Accompanying the list was an announcement that 'the Buffalo Council of Decency will not for the time being publish a blacklist. The issuing of such list will depend upon national Legion of Decency developments and also on the type of entertainment furnished in the local theatres.'

NO HUB BOYCOTT

Boston, Aug. 6.

The pledge given Tuesday in New York by the Days outfit called off the boycott they caused here by the Legion of Decency.

Pix Biz Wants to Join B'dcasters In Suit Vs. ASCAP; Otherwise Mills Says Music Tax Feud's an Old Story

Aside from asking the National Association of Broadcasters for permission to intervene in a suit that the NAB has pending against the American Society of Composers, Authors and Publishers, major film circles made no strategic move last week to resist ASCAP's new sent tax scale. Letter requesting authority to join radio as a co-litigant in its test case was addressed to Newton D. Baker, chief counsel for the NAB. This action was filed last year in behalf of WIP, Philadelphia, with the New York Federal Court. It charged the Society with being a monopoly and asked that the performing rights combine be ordered dissolved.

E. C. Mills, ASCAP gen. mgr., declared yesterday (Monday) that as yet he had not received from the theatre camp any request for a conference on the issues involved. He said that the Society did not expect any overt action either way for a month or so since the new rates won't become effective until October.

As anticipated in major circuit quarters, ASCAP will seek to cripple any united industry front by letting the exhibitors with houses of 800 and under come in under the old rate of 10c, a seat regardless of whether the admission charge here is 15c, or more. Under the revised scale no increase of rate is provided for as long as the theatres up to this capacity charge 15c, or less.

In Re the Small Exhib

Mills denied yesterday that any such endeavor would be made to break down the opposition. Provisions of the new scale, he said, come pretty close to what the small theatre man has been demanding for years, and that is, he (exhib) shouldn't, for the small use he makes of music, be added with the same rates as meted out the deluxe making extensive use of musical material. Mills estimated that there were in operation between 3,000 and 4,000 houses with capacities of 800 or less seats and opined that this situation made it unlikely that the major circuits would get much support from the small theatre operator.

With the Society, said Mills, the resistance now being put up by the circuits is an old routine. Twice before has it gone through all these stages. First, he said, they'll announce they won't pay anything; the next move will be to induce Congress to revise the copyright law; after that the courts will be asked to dissolve the Society on the ground that it is a monopoly; then will come the creation of an indie manuscript library with the performing rights tax free.

And after thousands of dollars have been collected for the creation of this bureau and litigation they (the exhibitors) will come through and sign up as they have in previous years. That's been ASCAP's experience.

L. A. to N. Y.

Nancy Carroll.
Victor Moore.
Lou Diamond.
Lester Thompson.
Cyril Hume.
Howard Smith.
Jeanne Collier.
Ethel Borden.
Eddie Chodorov.
Harold Lloyd.
A. W. Hackel.
Dudley Nichols.
William Connellan.
Gary Cooper.
Billy Seward.
William A. Brady.
William A. Brady, Jr.
Dave Gould.

N. Y. to L. A.

John McGrail.
Margaret Sullivan.
Hart Horne.
B. J. Churchill.

Strategy?

Burned over ASCAP's declaration that the average small theatre will escape the new sent tax, and that the levy is aimed at the deluxers, industry spokesmen now maintain there are no over 50 houses in the entire U. S. which run three shows a week and would escape paying tribute.

ASCAP is charged with trying to befuddle the indie exhibs, representing the vast majority of theatres into believing that major circuits are simply "using" them in the tax fight.

Loew's Canadian Stockholders to Continue Battle

Toronto, Aug. 6.

Special meeting of shareholders in Loew's Theatres, Ltd., in Canada have changed the fiscal year to end with the last theatre week in August instead of the first Saturday in January as heretofore.

After two postponements, battle between the shareholders and board of directors will be staged at the annual meeting at the end of this month. Shareholders want payment of dividend arrears and the placing of the common stock on a dividend-paying basis.

3 NEBRASKA EXHIBS' 1566 PROTECTION SUIT

Lincoln, Aug. 6.

The MPPDA, Omaha Film Board of Trade and Public-Nebraska are being sued for \$156,000 total from three sources for alleged violations of a previously issued injunction against practice of protection. Amount the plaintiffs hope to recover represents three times the actual alleged damages suffered.

The trio bringing the suits and the individual amounts asked are: C. N. Robinson, Home theatre, Blair, \$17,500 actual or \$52,500 threefold; Eric Wesselman, Strand, Pierce, \$20,500 or \$61,500 threefold; and G. G. Griffin, Ritz and Platz theatres, Plattsmouth, \$14,000 actual or \$42,000 threefold.

Accusations are made that the defendants control 75% of all the film product in this territory and 90% of the feature length films without which the plaintiffs cannot operate; that Public-Nebraska was organized by some of the defendants, principally Par-Pub, for the purpose of owning and controlling Nebraska key exhib towns and enforcing a 28-day protection period in favor of these spots and to the detriment of the smaller town exhibs close by.

Petitioners further claim that they not only have been deprived of showing first runners offering to pay first run prices, but have been asked to pay first run prices for seconds. The law firm of Kirkpatrick, Good & Dougherty with Meyer & Meyer represent the plaintiffs. Good is the State Attorney General who brought the famous Youngsland suit through three years of federal court to a successful end. It is intimated that a fourth count will be added to this string before the case comes up.

GOLDBERG OUT OF COL.

Lou Goldberg has left Columbia Pict. h.o. as exploitation manager. Ed Oimstead has moved up as first aid to George Brown, head of the Col pub and ad dept. Goldberg, long with Public Theatres, may return to a Par theatre berth.

Lesser Takes Over Lew Lewyn's 'Parade' Shorts

Hollywood, Aug. 6. Paramount's 'Hollywood on Parade' shorts have been taken over by Sol Lesser for release through Principal.

Lewis Lewyn starts new series soon at Prin, the players again donating services, with bulk of profits going to the M. P. Relief Fund.

N.Y. Par Dark Wk., Then 'Cleopatra' Opens; Some Union Tiffs

Up against it for a picture following the current 'Elmer and Elsie,' the Paramount, N. Y., is going dark Thursday night (9) until reopening a week later with 'Cleopatra' under a straight film policy. Calculated it was cheaper to close than try another week with stage shows and dubious product.

Difficulties have arisen in connection with going straight sound Aug. 16, stage hands demanding that a minimum of 10 men be employed to handle lights, pull curtains, etc. House has been using 23 with stage shows and, it is reported, a fight may be expected if stage hands do not agree to under 10 when units drop out. The operators have agreed to cut the booth requirements from 11 to 9 men. Musicians also are proving more co-operative than stage employees, allowing certain concessions to the N. Y. Par in return for increasing the pit crew to 30 men.

INCORPORATIONS NEW YORK

Kings Leasing Corp., operate theatres and other places of amusement; capital stock, 200 shares, no par value. A. J. Handel, 210 West 144th street, New York. **Harry H. Plimstein**, 115 Northern avenue, New York, and **W. J. Myers**, The Cambridge, Philadelphia, Pa. **For-Am Film Corp.**, pictures; capital stock, 100 shares, \$10 each. R. J. Stillman and Lena Stillman, 1109 44th street, and Kitty Lynn, 366 Montauk avenue, all of Brooklyn.

Gold Bash, Inc., pictures, plays, etc.; capital stock, 200 shares, no par value; Harry S. Hochstetler, Edw. Greiss and Hilida Letkowitz, all of 140 West 42nd street, New York. **Brooklyn Civic Opera Association, Inc.**, business of producing grand and light opera; capital stock, \$10 each, no value. Henry J. Herzog, 883 Boulevard East, Teekawoken, N. J.; Maurice Frank, 220 West 23d street, New York, and Simon Rabin, 272 West 90th street, New York.

Fabian Brooklyn Theatres, Inc., operate theatres of all kinds; capital stock, 200 shares, no par value. R. J. Fabian, Sam Rosen and Mary Becker, all of 1501 Broadway, New York. **Edwin J. Theatres Corp.**, pictures, theatres, etc.; capital stock, \$25,000. Ed. J. Fabian, M. J. Gowerthorne and J. D. Van Wagener, all of 601 Broadway, New York.

Latin Artists Pictures Corp., theatricals of all kinds; capital stock, \$25,000. Rita J. Kelly, Lester Shoenthal and Naomi Tinsley, all of 521 Fifth avenue, New York. **Adrian D. Studio, Inc.**, operate dance halls, etc.; capital stock, \$25,000. David Sigel, 1151 Starboard avenue, Bronx; Joe S. Valdes, 102 Verrill avenue, New York, and Hans Naim, 217 Sherman avenue, New York.

Sound Operating Corp., operate theatres of all kinds; capital stock, 200 shares, no par value; Mollie Siegfried, Gertrude Lebezon and Helen Steiner, all of 1510 Broadway, New York. **Magic Globe Productions, Inc.**, pictures, plays, vaudeville, etc.; capital stock, 4,000 shares—3,000 preferred, \$1, and 1,000 common, no par value. Geo. A. Benedek, 450 Riverside drive; Theo. A. Benedek, 823 East 53d street, and Charles D. Halsey, 90 Broad street, all of New York.

Congressional Threat to ASCAP, One Anti-Music Tax Campaign

Word is going out to exhibitors all over the country in the industry's fight against the increased music tax, to take advantage of the Congressional year and bend the ear of every hometown candidate up for return or debut in Washington.

Reputedly a big vote-getter and an influence in the community, New York foe of ASCAP see in the exhibition the groundwork for their plans to get the Society Congressionally investigated and the copyright laws revised.

Ordinarily indignant at exhibs' squawk over rentals, such noise cannot be too great for major circles against the Society. Plans, in the meantime, will be gotten down on paper when a miscellaneous group of industry law-

Amusements on Climb Despite Market Drop; Loew Common Best

1st Runs on Broadway (Subject to Change)

Week of August 10

Capitol—'Girl From Missouri' (MG) (2d week).
Strand—'Housewife' (WB) (9).
Rialto—'Adventure Girl' (Radio) (7).
Roxby—'Handy Andy' (Fox) (2d week).
Music Hall—'One More River' (U) (9).
Rivoli—'Rothschild' (UA) (4th week).

Week of August 17

Paramount—'Cleopatra' (Par) (16).
Capitol—'Treasure Island' (MG) (10).
Strand—'Dames' (WB) (15).
Roxby—'Charlie Chan's Courage' (Fox).
Music Hall—'Catpaw' (UA) (16).
Rivoli—'Buildup Drummond Strikes Back' (UA) (15).

Springer-Cocalis Adds on Consolid. Theatres in N. Y.

Having turned over its uptown Bronx houses to RKO under a recent deal, the remaining Consolidated theatres on Eighth avenue E. New York, are being merged into the Springer-Cocalis circuit, one of the strongest independent chains in the Greater New York area. Springer-Cocalis has close to 40 theatres.

Deal by S-C with Consolidated gives the S-C chain greater domination on the west side of New York as an indie, especially in view of the fact that further uptown the Lee Ochs theatres are now circuit propositions through having gone into RKO. Eighth avenue houses involved in the combination between Consolidated and Springer-Cocalis include the Tivoli, Columbus, Ideal, Times and Arena, all grinds. The theatres RKO took over in the Bronx, headed by the Tremont and Willis, are of greater importance.

Lawrence Bologna, president of Consolidated, will figure into the combined operation of his and the present Springer-Cocalis theatres, it is understood.

Change of Capital

Waverly Musical Products, Inc., \$200,000 to \$10,000; filed by Richard Condon, 220 Broadway, New York.

CALIFORNIA

Western Costume Co., capital stock, \$200,000. S. J. Schmitzer, director; Jos. I. Schmitzer, Irma L. Schmitzer, Ron Greenberg.
Orand & Co., capital stock, 2,500 shares, none subscribed. Directors: Victor M. Orand, Carmen Orand, A. Ronald Burton.
Certificate of dissolution of Bren, Orand & Co., Inc., agency.

Permits to Sell Stock
California Amusement Co., Motion picture theatre operating. To issue 100 shares of total 2,000.
Lynwood Theatre Corp., Theatre construction. To issue all of 400 shares of common, par \$25.
Theatre Owners Assn. of So. Calif., To issue 500 of 2,000 shares, no par value.

After market had staged a post-coming-back Wednesday and Thursday, prices slipped back and fell down Saturday, with net result that Dow-Jones Industrial Averages closed at \$8.43, or off 0.29 point from preceding Saturday. Averages had climbed above 91 mark on Thursday, and showed promise of going even higher. Slump in carloadings and drive against motor stocks, plus profit-taking for week-end, easily forced prices lower on Saturday.

VARIETY's average for 12 representative amusement stocks gained 8.73% as compared with close of preceding Saturday. Despite fact that volume fell back materially as compared with previous week, action of group made traders in amusement issues much happier. It was first week that Amusement Group showed a stiffening tendency and any inclination to reverse its trend. Not only did amusements manage to keep more than a point above low of preceding week, but VARIETY's Amusement Group showed a tendency to level out. From this level there may be some accumulation, but it appears likely that group is in good shape to follow other market groups, should stock market stage any concerted move upwards.

Of several amusement issues in VARIETY's group, Loew's common was among best acting. After declining down to nearly 20 the previous week, Loew climbed to 25%, and closed at 24%, for a net advance of

Yesterday's Prices

Sales.	High	Low	Last	Net
600 Col. Pict.	23 1/2	23 1/2	23 1/2	- 1/4
250 Gen. Film.	22 1/2	22 1/2	22 1/2	- 1/4
600 Gen. Film.	22 1/2	22 1/2	22 1/2	- 1/4
100 Fox A.	10	10	10	- 1/4
100 Fox A.	10	10	10	- 1/4
100 Fox A.	10	10	10	- 1/4
6,000 Lew.	24 1/2	24 1/2	24 1/2	- 1/4
8,000 Par circs.	34	34	34	- 1/4
100 Par circs.	34	34	34	- 1/4
8,000 RKO	34	34	34	- 1/4
3,000 W. B.	34	34	34	- 1/4
3,000 W. B.	34	34	34	- 1/4
10,000 Gen. Theat.	6	5 1/2	5 1/2	- 1/4
8,000 Gen. Theat.	6	5 1/2	5 1/2	- 1/4
2,000 Par-P. circs	38 1/2	38 1/2	38 1/2	- 1/4
3,000 W. B.	34	34	34	- 1/4
600 Tech. L.	12 1/2	11 1/2	11 1/2	- 1/4
100 Trans. L.	1 1/2	1 1/2	1 1/2	- 1/4

1 1/2 points. Favorable report for 40 weeks ending June 7 was in line with statements here that company was earning considerably more than indicated by present \$1 per year dividend. Year's earnings, to be completed in 12 weeks from June 7, (Continued on page 19)

PAR B'WAY REORG. PLAN COMES TO BAT AUG. 9

Some criticism against the reorganization plan of the Paramount Broadway Corp. worked out a couple of months ago which may have had the effect of holding up a reorganization of Paramount Public—plans that the new Corporate Bankruptcy Act changed the situation—has led to changes in the original agreement on which creditors will be asked to pass Thursday (9). Hearing for that date has been set before Special Master Joyce.

One report recently when the Par Broadway matter was readjusted satisfactorily to the bondholders was that Charles E. Richardson was resigning because of complaints against the agreement, although the two other trustees, Charles D. Hiles and Eugene W. Leake, also approved. Richardson is said to have worked out the original details.

Application to put through the reorg. plan under the revised bankruptcy statutes is being rushed so that this may be cleared out of the way for the parent Par company's reorganization plan. Under changes made, Par is required to guarantee that until half of the bonds are paid off, fixed interest at the rate of 3 1/2 a year will be paid, plus at least \$100,000 toward the sinking fund. The old plan gave Par a year, in which to decide if it would give this guarantee or whether it would surrender half of the stock of Par Broadway to the bondholders.

NRA'S DOUBLES' TROUBLES

Rosy Scrams H'wood After 2 Weeks; Just a Big Brotherly O. O. on Prod.

Hollywood, Aug. 6. Divisional Administrator Sol A. Rosenblatt leaves here tomorrow (Tuesday) for San Francisco and after three or four days there, checking up on codes other than film code, goes east by easy stages, stopping off at Salt Lake City and Chicago.

In Hollywood less than two weeks, Rosenblatt's stay on Coast has been a 50-50 proposition between surveying operation of film industry and others under codes which he administers, and pleasure. Tennis, golf and dining with friends and former college pals at Harvard has had much of his attention.

Announced as coming here to start off the two five-and-five committees—writers and actors—he told them no more about operation of these collective bargaining bodies than he could have told them in letter.

He attended both organizing sessions of these two committees and although pledging members to secrecy, all those in the sessions admit that secrecy thing is a mystery to them as nothing came out of them but instructions how to conduct parleys.

Rosenblatt attended informal meeting of Agency code committee which has been developed in arriving at an agency fair practice clause to go into the film code. Stone wall is in moot matter of rights of an agent of a contracted client in dealing with studio execs. Latter insist 10 percents how too much time after client is set. Tentative clause has been assembled and this goes to vote Wednesday night after the Divisional Administrator leaves town.

Producer and employees summing up Rosenblatt's visit see only in it reminder that the Federal government is acting as big brother of industry.

WITH FRISCO'S Z-C SET, ALL SCALES GO UP

San Francisco, Aug. 6. With the Frisco zoning and clearance setup believed due this week, there is a probability that many local picture houses will raise their prices soon, following the lead taken by the Warfield last week, and United Artists this stanza.

For the past year, town has been 40c top, in some cases for duals, although the Warfield has consistently maintained its 65c gate. Last week the Warf raised its early bird matinees from 30 to 35c, and on Saturdays and Sundays to 40c, with weekend prices from 1 to 5 p.m. going to 55c.

When United Artists reopened this week after two months of darkness, house boosted from last season's 40 to 30, 40 and 55c.

Other downtown first runners, notably RKO Golden Gate and Fox-West Coast's Paramount and possibly St. Francis are about ready to raise their rates, it is understood.

If and when, that will leave the Fox selling two first run pix at 15 and 25 cents, but Fox-West Coast has a deal on with Joe Leo for that house, so that situation undoubtedly will be altered if the deal goes through.

F. S. Meyer Quits L. A.

Los Angeles, Aug. 6. After nearly four months here recuperating from the illness with which he was stricken during the closing hours of the MPTOA convention here last April, Fred S. Meyer, national secretary, and president of the Wisconsin MPTOA, is en route to his home in Milwaukee. Meyer left here by auto, accompanied by Mrs. Meyer and their daughter, Dolphine, expecting to make the trip by easy stages and arriving home about Aug. 20.

Also Giveaways

Even before the double-feature crisis, threatening to rip open the NRA front in flimdom, is settled, the Code Authority is rushing out ballots to zoning board secretaries, with instructions to collect as fast as possible territorial votes of exhibitors on whether or not giveaways will survive.

The rebate situation, however, differs from doubles, in that the code specifically provides that in the event 75% of the indies and 75% of the affiliated theatres in any one zone vote for the elimination of giveaways—out they go, to stay.

NRA PROPOSES REVISE OF M.P. LABS CODE

Washington, Aug. 6.

Complete overhauling of the motion picture laboratory code was proposed last week by National Recovery Administration in making public a tentative budget of \$21,157. Hearing on both the budget and amendments to the pact will be held next Tuesday (14) by Deputy Administrator William P. Farnsworth at the Raleigh hotel.

Two series of amendments have been put forward, one by the Motion Picture Laboratories Association and the other by NRA. Government draft involves perfecting of virtually all of the existing pact.

A general 1% increase in minimum weekly wages for all workers except classified skilled employees, is a feature of the Government proposal.

Government proposes complete new set-up for administrative purposes, while trade association suggests several changes in these features of the present agreement. Both desire a code authority of nine, individuals. Trade association plan calls for nominations by board of directors of the association and balloting by members of the industry, while NRA suggests four members from association ranks, four independents, and an impartial chairman named by the Government.

Deletion of clauses allowing price fixing is proposed by NRA in accordance with new policies adopted as consequence of attacks by Darrow Repeal Board. Government draft continues prohibitions on secret rebates, refunds, discounts and allowances, however. New article stipulates that "it is recognized that price increases, except such as may be required to meet individual cost, should be delayed and when made such increases should, so far as possible, be limited to actual additional increases in the seller's costs."

Tentative budget estimated \$6,380, will be required for salaries, \$1,827 for office expenses, \$2,500 for traveling expenses, \$2,087 for incidental expenses, \$3,000 for committees, and \$5,263 for regional Code Authorities in Los Angeles and Chicago. Assessments will be on basis of number of employees. Total will amount to a little less than \$9.50 for each employee.

COLLIER WITH PEGLER

Bob Collier has joined Jack Pegler's theatrical department in the Lord & Thomas agency. Collier was brought in from Hollywood by the Milton Blow agency to handle the L&T but Pegler within a month bid him over to the L&T outfit.

2 MAJORS WOULD TURN IN EAGLE

Shutdown on Duals Thursday, or Else—Pro-Duals' Companies Insist NRA Steer Clear of Curbing Dualism

IMPORTANT TEST

Life of the NRA in flimdom is threatened. At least two major companies, it was revealed officially Monday (6), are prepared to turn in their Blue Eagles before the end of the week. Scores of leaders throughout the country will do the same if they follow leaders. Such wholesale renunciations of the NRA are solely contingent upon how the Code Authority votes on the double-feature situation Thursday.

If a majority C. A. vote reveals NRA sentiments as being that doubles can be controlled, directly or indirectly, by the Government machine, the resignations are scheduled to be handed in immediately. If the vote registers the NRA as completely ignoring dualism and officially recognizing it as a problem to be handled by the industry outside the NRA, the Eagle will retain its present united front in flimdom.

Charges are now being made by the pro-double group that any action by the C. A. in sanctioning dualism will be a direct repudiation of the gentlemen's agreement reached in Washington. Every effort is now being made to have present at the Thursday meeting first string men or all the company heads who sat in on the concession confabs which ended one of the greatest obstacles to the code while in the formative process. S. R.

(Continued on page 12)

NRA TABUS PIX INTO PARKS AT NO ADMISH

Philadelphia, Aug. 6. On Friday, Grievance Board extended its recent non-theatrical ruling with a prohibition to distributors against serving amusement parks giving free motion picture showings.

Philadelphia situation in this respect is not acute, but up-state it is quite widespread and giving plenty

Buffalo 'Grocery Night' K.O.'d as Lottery by C.A.

Buffalo, Aug. 6. E. Wick, operating the Majestic, Buffalo nabe house, has been found guilty by the National Code Authority of conducting a lottery in connection with the operation of his theatre and has been ordered to cease and desist. Wick was operating a "grocery night," giving away bags of groceries to holders of lucky numbers.

Upon the complaint of a competitor, Wick was found guilty of the violation last named, and ordered to discontinue the practice. In case, upon proof that Wick had continued to violate the Code, the Buffalo Grievance Board entered a cease and desist order and a direction to distributors not to furnish film to Wick. Wick then gained widespread publicity, by bringing an action in Supreme Court here for an injunction to prevent distributors from withholding film. By stipulation, the matter was adjourned and later, Wick withdrew his action, agreeing to go before the proper Code Authority with the matter.

The latest decision of the Code Authority on the case directs distributors to refuse to make further delivery of pictures to Wick unless he files a Certificate of Compliance with the Buffalo Grievance Board. It is understood that Wick will file such certificate.

How the Country's New Zoning Map Shapes Up; Only L. A., Dallas And Memphis Completely Zoned

Pix 100% for NRA

While several other industries are complaining to the courts about the NRA, the film industry, according to C.A. Secretary John C. Flinn, is sticking to Eagle judgment, even on labor matters.

The Victoria (Texas) exhib who went over the C.A.'s head was promptly spanked in Washington and sent home. And, Flinn further reports, the Denver exhibs who threatened to defy the C.A. and were told to be good children haven't been heard from since.

L.A. PASSES BUCK ON DUALS TO C.A. IN N. Y.

Los Angeles, Aug. 6. Battle of the dual bills shifts to the Code Authority in New York, following a 4-2 ruling by the local zoning-clearance board that the 182-day penalty be kept in the proposed new z-c schedule for 1934-35. Split over the determination resulted when J. Reeves Espy, Fox-West Coast member of the board, refused to vote, and W. C. Riter, local Columbia exchange manager, voted in favor of the protestants.

Both Espy and Riter filed dissenting opinions with the tribunal in which they determined the z-c board exceeded its authority by imposing a penalty against double features, and defending their refusal to concur with the four other board members.

Decision by the tribunal to outlaw balcony prices at night, and ruling that price clearance be based on the minimum price charged, has already been appealed by Fox-West Coast, as well as ruling that limits continued first runs to towns of 100,000 or more population.

Flood of protests piled up with the z-c board on Thursday (2), last night on which objections to the proposed new schedule could be filed. Total number of protests is 163, of which 94 were poured into the hopper on the last two days.

Board waded through a batch of protests during the week, and will resume its hearings at 11 a.m. today (Mon.) hoping to wind up by the close of this week.

Major exhibs entered the zoning-clearance fight during the week when Metro and Warners filed protests against preferred clearances, taking the stand that first run revenues are jeopardized through the board's ruling which permits theatre located in the county of L.A. but within a short distance from houses inside the city limits, playing pix almost immediately after close of L.A. first runs, but setting back the houses inside the city for varying periods.

Grievances Should Not Shift Burden to Defend.

Minneapolis, Aug. 6. Grievance board here refused to adopt as a fixed policy the shifting of the burden of proof from the plaintiff to defendant exhibitors in cases brought before it. The proposition came before the board while testimony was being presented in the case of F. L. Robit, Mapleton, Minn., exhibitor, against Sidney F. Heath, Wells, Minn., theatre owner. Heath had denied Robit's charge that he violated a ban order to cease holding "merchandise nights."

What is now known as the film country's NRA fight area, incidentally including only territories under the Code Authority's deadline for 1934, is incorporated in a general film map of the U. S. bringing zoning work of the Eagle up to date.

Exchange centers in which no Eagle zoning has been accomplished include Des Moines, New York, Oklahoma City, Philadelphia, Pittsburgh, Washington. This means that these cities will operate under old territorial agreements since, under the Code Authority ruling, no further zoning will be attempted until after January, 1935.

Only three exchange centers in the U. S., Los Angeles, Dallas and Memphis, are officially listed as completely zoned.

From these, however, along with all the others zoned in part are coming the squawks which have inundated the code authority and established unforeseen complications.

The exchanges (and the cities or towns they cover) which have NRA clearance and zoning schedules on the fire, and which must be settled before the new sales year can get under way, include:

- Albany: Glen Falls.
- Atlanta: Atlanta, Newman, Jacksonville, St. Petersburg, Miami, Birmingham.
- Boston: Cambridge, Somerville.
- Southwestern Mass.
- Buffalo: Buffalo.
- Charlotte: Newton, Hickory, Anderson.
- Chicago: Metropolitan Chicago, Downstate (Ill. and Ind.).
- Cincinnati: Greater Cincinnati, Dayton, Columbus, Ashland, Greenville, Piqua, Troy, O., Tipppecanoe.
- Cleveland: Cleveland, Toledo.
- Denver: Denver, Littleton.
- Detroit: Detroit, Grand Rapids.
- Indianapolis: Indianapolis, Louisville, Ft. Wayne, Lafayette, Terre Haute, Evansville, Anderson, Muncie, Logansport, Marion, Richmond (Ind.), Peru, New Castle, New Albany, Huntington, Bloomington, Vincennes, Frankfort.
- Kansas City: Kansas City, Wichita, St. Joseph, Atchison.
- Milwaukee: Milwaukee.
- New Haven: New Haven, Hartford, Bridgeport.
- New Orleans: New Orleans, Marrero, Westwego, Gretna, Harvey.
- Portland, Ore.: Portland.
- Salt Lake City: Boise, Provo.
- San Francisco: San Jose, Santa Clara, Willows Glenn.
- St. Louis: Alton, Belleville, Centralia, East St. Louis, Jerseyville, Springfield, Kirkwood.
- Seattle: Everett, Bremerton.
- Olympia, Seattle, Spokane, Tacoma, Wenatchee.

NRA COSTS

Universal and Columbia Protest Their Assessments

On the theory that distributors get only 10c. out of every dollar paid into the U. S. box office, some of the majors currently figure exhibs should contribute a lot more than 50% for the maintenance of the NRA.

By the same token they do not figure the exhibs should have a 50% vote on the Code Authority, holding that there are too many theatres with major affiliations to make that feasible.

Narrowing down to the assessments among themselves, Universal and Columbia do not see why they should pay only \$5,000 less than such companies as Metro and Warners. They are filing formal protests to this effect with the Washington NRA.

Argument prevails in some major quarters that the Hays method of taking a percentage of the gross should be adopted by the NRA.

Most L.A. Spots on the Upbeat;

Loves Me Not' Carves 20G with 'Navy' Very Good; Harlow Pic Slow

Los Angeles, Aug. 6. Trade in most houses, despite the continued heat, is on the upgrade, mainly due to the products. The market is having one of the biggest weeks in quite a spell with 'She Loves Me Not' the Bing Crosby opus, which on the first stanza of a 16-day run will ride in with close to \$20,000. Warner houses also took an almost 200% jump with 'Here Comes the Navy' (WB), the Hollywood establishment by \$500 on the drawing angle. State off quite a lot from previous week with 'The Girl from Missouri' (MGM), while the RKO is fairly good with 'Whom the Gods Destroy'.

Estimates for This Week
Downtown (WB) (1,800; 25-35-40-55)—'Here Comes the Navy' (WB). Just the kind of screen fare the trade in this spot wants. Heated for a big \$9,000. Last week 'Friends of Mr. Sweeney' (WB) even lower than anticipated low \$3,300.

Hollywood (WB) (2,750; 25-35-40-55)—'Here Comes the Navy' (WB). Started off at a profitable \$8,500. Last week 'Friends of Mr. Sweeney' (WB) came to the even dollar as calculated, \$3,000, which is 'red' for house.

Los Angeles (Wm. Fox) (2,800; 15-25)—'Jane Eyre' (Mono) and 'Dancing Man' (Pyramid) split. Business perked up a bit for stanza, with the top of the double bill being responsible for most of the \$3,900 draw, due to it being a first run.

Orpheum (Bdwy) (2,700; 15-25-35)—'She Loves Me Not' (WB) and 'Return of the Terror' (FN) split and vaudeville. Still holding its regular pace, with the stage show helping plenty. Take around \$6,700.

Pantages (Par) (2,700; 25-40)—'The Learned Doctor' (Fox) and 'Murder in the Private Car' (MGM) split. With the top of the double bill changed opening day, house had plenty of kickbacks and trade was mainly fair. However, will run around \$2,300. Last week 'Charlie Chan's Courage' (Fox) and 'No Ransom' (Liberty) got a bit over the needed amount by drawing close to \$2,000.

Paramount (Partmar) (3,595; 30-40-55)—'She Loves Me Not' (Par) and stage show. Just a sure-fire natural for house and, if it heat was off, it would get quite a bit above the \$20,000 for which it is headed. Last week 'Ladies Should Listen' (Par) in for four days, and if heat was off, it would get quite a bit above the \$20,000 for which it is headed. Last week 'Ladies Should Listen' (Par) in for four days, and if heat was off, it would get quite a bit above the \$20,000 for which it is headed.

RKO (2,950; 25-35-40)—'Whom the Gods Destroy' (Col). Started off at much better than average and will come through around \$5,000, which is a profit. Last week 'Of Human Bondage' (Radio), second and final stanza, came through a good finish with \$4,700.

State (Loew-Fox) (2,024; 30-40-55)—'The Girl from Missouri' (MGM). Far from being a totsy box attraction and will be very disappointing at \$3,500 mark. Last week 'Handy Andy' (Fox) needed toward week end and wound up with a good \$12,100.

'CANARY,' 'CHAN' COMBO OK \$7,000, MONTREAL

Montreal, Aug. 6. Break in heat wave and popular star pix helped out grosses last week more than expected. Held over currently and best show-shopping is at Palace with Warner Baxter-Madge Evans combo that should top the town. Palace has 'Grand Canary' and 'Charlie Chan's Courage' and should boost gross to the \$7,000 mark.

Capitol holds over 'Scarlet Empress' and 'Old-Fashioned Way', which hit \$7,000 last week and may get another \$6,000 currently. Loew's liable to stick in the summer doldrums with 'Modern Hero' and 'Personality Kid' at maybe \$4,000. Nabs not doing too well.

Estimates for This Week
Palace (FP) (2,700; 50)—'Grand Canary' (Fox) and 'Charlie Chan's Courage' (Fox). Liable to top the town at \$7,000. Last week 'Handy Andy' (Fox) and 'Now I'll Tell' (Fox), down to \$5,000.
Capitol (FP) (2,700; 50)—'Scarlet Empress' (Par) and 'Old-Fashioned Way' (Par) (2d week). Best gross for some weeks at this house last week at \$7,500 and may gross another \$6,000 currently.
Loew's (FP) (3,200; 50)—'Modern Hero' (WB) and 'Personality Kid' (WB). Not more than average, with estimate at \$4,000. Last week 'S. Leonard Sailors' (Radio) and 'Call It Luck' (Radio), \$4,000.

Princess (CT) (1,900; 50)—'Constant Nymph' (British) and 'Happy After' (British). Looks like good program for this house and may gross \$5,500. Last week 'House of Rothschild' (UA) and 'Most Wonderful Thing in Life' (Col), did fairly well at \$4,500.

Imperial (Ind) (1,900; 40)—'Ted Vagon' (British) and vaude maybe \$3,000. Last week 'It's a Boy' (British), and vaude \$2,500.

Cinema de Paris (Prince-Film) (600; 50)—'La Vieille Canaille'. About \$1,500 after \$1,000 for repeat of 'La Guerre des Valses'.

Balto Hey-Hey, Reopened Hipp Is Pip-Pip 18Gs

Baltimore, Aug. 6. No doldrums on the Baltimore scene. Whole town is percolating. Possibly the fanfare attendant at Hipp's reopening proved contagious. Houses have all worthy product on, have upped ad budgets, splurged bally resources, and are fighting right down to the tape.

The top taker this session is going to be the Century, which at Calaway is carrying 'Paris Interlude' to a triumphant \$19,000. The Hipp, basking in the city-wide recognition accorded reopening exercises, should snare a sparkling \$18,000 with 'Human Bondage' and a virtually un-headlined vaude layout. The mats are especially big here, revealing vast fame lure of 'Bondage'.

Stanley is lifting into a near-top, playing with 'Here Comes Navy'. House staff did fifty job of explaining.

'Handy Andy' is holding over at the New, after the first week achieved best figure house has pulled in eight months.

Estimates for This Week
Century (Loew-FA) (3,000; 25-35-40-55-60)—'Paris Interlude' (MGM) and Cab Calloway on the stage. Sent singer is di-de-hi-ing the box office into a \$19,000. Last week 'Kiss and Make Up' (Par) and acts, \$15,000, sound.

Hippodrome (Rappaport) (2,300; 25-35-40-55-60)—'Human Bondage' (Radio) and vaude. Reopening week, \$18,000. Last week 'Of Human Bondage' (Radio), second and final stanza, came through a good finish with \$4,700.

State (Loew-Fox) (2,024; 30-40-55)—'The Girl from Missouri' (MGM). Far from being a totsy box attraction and will be very disappointing at \$3,500 mark. Last week 'Handy Andy' (Fox) needed toward week end and wound up with a good \$12,100.

Stanley (WB) (2,450; 15-25-40)—'Here Comes the Navy' (WB). Fast show well received here and is building on word of mouth. Will probably end up around \$8,500, which is improvement. Last week 'Old-Fashioned Way' (Par) shaded \$6,500.

New (Mechanic) (1,800; 26-30-35-40-50)—'Handy Andy' (Fox) (2d week). Heading for nice \$4,000 on second session after a shimmering \$6,300 on the initialer.

Loew's State (3,200; 15-25-40)—'Modern Hero' (WB) and 'Personality Kid' (WB). Not more than average, with estimate at \$4,000. Last week 'S. Leonard Sailors' (Radio) and 'Call It Luck' (Radio), \$4,000.

BUFF BRACES Again Up This Week—'Bondage' Snappy With \$15,000

Buffalo, Aug. 6. Business which braced substantially last week is reckoned to hold up again for the current period. A sharp change in the weather which brought temperatures to lower levels, boosted the box office barometers and is helping all along the line.

Good offerings are also assisting and managements are finding encouragement in bridging the gap between now and Labor Day.

Estimates for This Week
Buffalo (Radio) (3,000; 30-40-55)—'Human Bondage' (Radio) and stage show. Picture standing out. Snappy start indicates well over \$15,000. Last week 'Handy Andy' (Fox) and stage show, jumped from last week's \$10,000 to \$15,000.

Hipp (Radio) (2,400; 25-40)—'Human Bondage' (Radio) and stage show. Picture standing out. Snappy start indicates well over \$15,000. Last week 'Handy Andy' (Fox) and stage show, jumped from last week's \$10,000 to \$15,000.

Century (Shea) (2,400; 25)—'Merry Wives of Reno' (WB) and 'Double Door' (Par). Double feature are continuing to do nicely here with current week pointed for \$6,000. Last week 'Trumpet Blows' (Par) and 'Strictly Dynamite' (Radio) held up well at \$6,200.

Lafayette (Ind) (3,400; 25)—'Let's Talk It Over' (U) and 'Black Moon' (Col). Good pace, should reach \$5,000. Last week 'Midnight Lady' (U) and 'Midnight' (U) fell off again for decided subnormal figure of \$4,200.

'DRUMMOND' DANDY \$7,500 IN DENVER

Denver, Aug. 6. Crime shorts boozing grosses at three houses. Dillinger's life is upping the Paramount, first run; also Tabor with stage show and film that got \$2,000. Last week 'Melodrama' (third) and 'Barrow' (Parker) killing picture is helping the State ring up standouts on the same bill with 'Himmler the Gent'.

Paramount headed for best gross in weeks, Tabor best since stage shows installed, heading for \$4,000. Orpheum is headed for its best gross, since stage shows were yanked.

Estimates for This Week
Aladdin (Huffman) (1,500; 25-35-40)—'I Give My Love' (U). Way down at \$1,000. Last week 'Return of the Terror' (FN) did \$500 better than the previous stanza, closing with \$2,000. Without the Central City picture festival and the Cheyenne Frontier Days attraction to which many of this theatre's regular customers go, film would have done at least a grand better.

Denham (Cooper) (1,500; 25-35-40)—'She Loves Me Not' (WB). Strong for \$7,000; first week of new 50c. top. Last week 'Elmer and His' (Par) nosedived and closed with a blash \$2,500. Never got a start, and stayed that way.

Denver (Huffman) (2,500; 25-35-40)—'Bulldog Drummond' (UA). Denham's picture. Last week 'Handy Andy' (Fox) closed with \$10,000, nearly double an average week and best week this deluge. About a month ago, just now things look like \$3,200 with chance of bettering that. Last week 'Notorious Sophie Lang' (Par) and 'The Show' (WB) held off at \$2,500.

RKO Albee (2,000; 15-25-40)—'The Lady Is Willing' (Radio) and 'Defense Rests' (Col). Bill oke, but it's the same old story no adds just now mark in time with the rest of them at around \$3,000. Last week 'Whom the Gods Destroy' (Col) gave house one of the poorest grosses in weeks at \$2,500.

Orpheum (Huffman) (2,600; 25-35-40)—'Bulldog Drummond' (UA). Denham's picture. Last week 'Handy Andy' (Fox) closed with \$10,000, nearly double an average week and best week this deluge. About a month ago, just now things look like \$3,200 with chance of bettering that. Last week 'Notorious Sophie Lang' (Par) and 'The Show' (WB) held off at \$2,500.

Mpls. Normal Again After Waring's Record 22G at 55c Scale; Rogers 8G

Minneapolis, March 6. Local rialto is still apace over the mighty box-office wallow displayed at the State here last week by Fred Waring's 'Pennsylvania'. Demonstrating remarkable pulling power, the Waring orchestra broke the house record at the 55c scale while the city was under martial law with a big strike on and all other theatres and motion picture establishments suffering terribly.

Instead of the terrific \$16,000 previously estimated, the Pennsylvanians built up to a stupendous \$22,900. The Waring orchestra broke the house record at the 55c scale while the city was under martial law with a big strike on and all other theatres and motion picture establishments suffering terribly.

Again, currently, the State has the town's ace and only attraction of outstanding box office in fact, 'Handy Andy'. Rogers' picture will easily lead the box-office parade which finds 'Man With Two Faces', 'He Was Her Man', 'Constant Nymph' and 'Grand Canary' in the line-up, but State will suffer a natural letdown after last week's cyclonic rush and \$4,000 looks like the ultimate of what 'Handy Andy' may expect.

Strike and military rule of city hurt big plenty.

Estimates for This Week
Century (Public) (1,600; 25-35-40)—'Grand Canary' (Fox). Nothing much to this picture, but because of numerous adverse conditions, including another heat wave over week-end and drought, Baxter no outstanding picture. Last week \$2,500 indicated light. Last week 'The Key' (WB), \$2,000, bad.

Orpheum (Singer) (2,800; 25-35-40)—'Man With Two Faces' (FN). Picture well regarded and Robinson means a little to box-office. Will do well, however, to hit \$4,000, fair. Last week 'Midnight Allie' (FN), \$2,500, poor.

State (Public) (2,200; 25-35-40)—'Handy Andy' (WB). Far away top attraction of town, with Rogers a magnet. Should strike \$8,000, good. Last week 'Old-Fashioned Way' (Par) and Waring's 'Pennsylvania' stage and responsible for socko draw, \$22,000, enormous.

World (Stefes) (350; 25-35-50-75)—'Constant Nymph' (Fox) (2d week). Building a little after very slow start, maybe \$900, light; first week \$700, poor.

Uptown (Public) (1,200; 25-35)—'Manhattan Melodrama' (MGM). Around \$2,000 indicated, okeh. Last week 'The Influence of Heart' (Fox), \$1,800, fair.

Lytic (Public) (1,300; 20-25)—'He Was Her Man' (WB). Good attraction for house, with Cagney a magnet. Indication, Should reach \$3,000, good. Last week 'Personality Kid' (WB), \$1,800, light.

Grand (Public) (1,200; 15-25)—'Born to Be Bad' (UA), first run, and 'Bottoms Up' (Fox), second run, split. Book \$1,000, indicated, okeh. Last week 'Sadie' (MGM), second loop run, and 'Born to Be Bad' (UA), first run, split, \$1,400, good.

Such (Women) (900; 15-25)—'Such a Woman' (Par), 'Dangerous' (Fox), 'Sorrow and Son' (UA), and 'Looking for Trouble' (UA), second runs, split. Maybe \$900, fair. Last week 'The Influence of Heart' (Fox), 'Journal of Crime' (FN) and 'He Comes the Groom' (Par), second runs, split, \$700, fair.

Enough (LTC) (1,200; 10-15-25)—'Clash of the Titans' (WB). In for a full week and a big canvas, it being thrown to get the kids, \$1,100 not out of reason and good. Last week split billing of 'Now I'll Tell' (Fox) and 'Stamboul 30-30' (Par) took a fair \$750. Judging the reception given the Myrna Loy starrer, it could have gone the full route and enjoyed far over average box.

Kiva (Carnhusker-TI) (500; 10-15-25)—'No Greater Glory' (Col). Will satisfy at \$800. Last week 'Lady Alice' (WB) and 'Blash' (Par), closing the week. Good \$550 in all. Last week 'Charming Deceiver' (Maj) and 'Riot Squad' (Maj) duffed first with 'Star Packer' (Maj) and 'Blash' (Par), closing the week. Good \$550 in all. Last week 'Charming Deceiver' (Maj) and 'Riot Squad' (Maj) duffed first with 'Star Packer' (Maj) and 'Blash' (Par), closing the week. Good \$550 in all.

Stuart (LTC) (1,900; 10-25-40)—'Here Comes the Navy' (WB). Will do some boom grossing if it follows the appeal of the usual navy picture for the time being. Last week's \$3,100 expected. Last week 'Bulldog Drummond' (UA) didn't strike back hard enough and did a week of disappointment at \$2,300.

Colonial (LTC) (750; 10-15)—'Taming Tom' (Flea) and 'Side Streets' (Mono) duffed first half with 'Rawhide Mail' (Radio) following. Week worth about \$700. Last week 'Cat' (WB) was a swell \$900, being held for the full stretch.

Lincoln (LTC) (1,600; 10-15-25)—'Old-Fashioned Way' (Par). Should capitalize nicely on the Fields enthusiasm here, \$2,200 oke.

Providence Crazy Over Horses, Legal For First Time; 'Missouri' \$10,000

Providence, Aug. 6. This week seems to be just another headache. Entertainment value poor, weather still hot and outdoor opposition very tough. Virtually every theatre in town has been in red despite all sorts of efforts to blacken up the ledger.

Stanley has gone with over to the horses. New Narragansett Racing Park, Saturday (4), a crowd of 35,800 wagered the amazing sum of \$43,203 through the pari-mutuel machines. Opening day, Wednesday, Aug. 1, a total of \$235,000 was wagered.

Estimates for This Week
Loew's State (3,200; 15-25-40)—'Modern Hero' (WB) and 'Personality Kid' (WB). Not more than average, with estimate at \$4,000. Last week 'S. Leonard Sailors' (Radio) and 'Call It Luck' (Radio), \$4,000.

Majestic (Fay) (2,200; 15-25-40)—'Modern Hero' (WB) and 'Personality Kid' (WB). Not more than average, with estimate at \$4,000. Last week 'S. Leonard Sailors' (Radio) and 'Call It Luck' (Radio), \$4,000.

Grand Canary (Fox) and 'Em-barrasing Moments' (U). Not enough drawing power to indicate that takings will be over \$3,000 at this writing. Last week 'Charlie Chan's Courage' (Fox) and 'She Loves Me Not' (WB) (Fox) was poor at \$2,800.

Paramount (Indie) (2,200; 15-25-40)—'Old-Fashioned Way' (Par) and 'Elmer and Elsie' (Par). About the best program in town; just now things look like \$3,200 with chance of bettering that. Last week 'Notorious Sophie Lang' (Par) and 'The Show' (WB) held off at \$2,500.

RKO Albee (2,000; 15-25-40)—'The Lady Is Willing' (Radio) and 'Defense Rests' (Col). Bill oke, but it's the same old story no adds just now mark in time with the rest of them at around \$3,000. Last week 'Whom the Gods Destroy' (Col) gave house one of the poorest grosses in weeks at \$2,500.

Orpheum (Huffman) (2,600; 25-35-40)—'Bulldog Drummond' (UA). Denham's picture. Last week 'Handy Andy' (Fox) closed with \$10,000, nearly double an average week and best week this deluge. About a month ago, just now things look like \$3,200 with chance of bettering that. Last week 'Notorious Sophie Lang' (Par) and 'The Show' (WB) held off at \$2,500.

Exp. Boosting Loop on Week Ends; Loves Me Waring Band Wow \$45,000; 'Navy' Big 9C on H.O.; Palace \$16,000

Chicago, Aug. 6.

With the World's Fair hitting its best stride yet this summer, the houses in the loop are noticing a pleasant upping of the register. Without having the out-and-out sock of last summer, when it was a trick to manage to get into a theatre, there is nevertheless a steady additional wallop for the downtown box-offices. Particularly is business good on the Friday, Saturday and Sunday shows when the loop gets a few of midweekers in town for a peek at the exposition.

No question of competition for the gross of a season this week. The mammoth B. & K. Chicago is riding to its best figure since last summer. Has a powerful combination of Bing Crosby in 'She Loves Me Not' on the screen and 'The Warring Orchestra' on the rostrum. Nothing can compete with that line-up and the take zooms far beyond reach of all other competition.

In second spot is the Palace, where the only attraction is Ted Fitz-Rite and orchestra. The flicker, 'The Chief of the Mounted', is box-office in any way with Fitz-Rite battling it out alone to give the house its pretty fair gross. No question that the reduced admission has boosted all attendance pleasantly. Now it's up to the shows to keep that attendance above the winning margin.

'Here Comes the Navy' is the loop's run picture. Tossed off a wallop of \$13,200 on its first week at the Roosevelt and continues currently to a consistently lively pace. Has caught on and is going places at the register.

State-Lake has crossed over to a consistently winning lane. Hitting above \$12,000 on the week end, has overhead which rarely tops \$10,000. Has rebuilt its steady summer patronage.

Estimates for This Week
Apollo (B&K) (1,450; 25-55-65)—'Man With Two Faces' (WB). Original intention of opening on Aug. 1 was cancelled. Will open, however, by Aug. 15. B. & K. has this picture billed for the Chicago at present, but may well use it to start this new loop addition.

Chicago (B&K) (3,940; 35-55-75)—'She Loves Me Not' (Par) and Fred Waring band on stage. Irresistible box week, and the house is going to rip the register for a lusty \$15,000, topping everything in the past season. Crosby is box office dynamite in the first place, and also in the first place on the screen. Fred Waring; and two firsts must pay off. Last week was a heavy winner also with 'Handy Andy' (Fox) and Max Baer in person. Slid off somewhat at night, but still was enough to keep it at powerful \$14,900.

Garrick (B&K) (900; 25-55-50)—'Of Human Bondage' (Radio). At present the outstanding picture of the loop. Ran off two splendid sessions at the Palace and then switched here for a loop hold-over. With the holdover, B. & K. again cash in on the policy of this house, reverting from first run to loop hold-over. Picture will raise this box office to figures it has not yet seen at a melodious \$15,000. Heavy evening play accounts for the healthy gross. Last week 'Grand Canary' (Fox) was bird-seed at mungy \$2,800.

Oriental (B&K) (3,200; 25-55-40)—'Sadie McKee' (MG) and 'Vaude Loop Impetus' noticeable here, with the take being steadily upped as the Fair mobs increase. That low top is helping. Steady going this season to good enough \$15,000. Last week 'Change of Heart' (Fox) managed fairly good \$14,100.

Palace (RKO) (2,500; 25-55-55)—'Bachelor Bait' (Radio) and 'Vaude Loop-Rite' (WB) are leading and accounting for the bulk of the trade. An old-time favorite of this town and they're welcoming him home with some hearty trade. Will manage \$16,000 currently, good. Last week 'Of Human Bondage' (Radio) was surprisingly strong on its hold-over session to top \$20,100.

State-Lake (Jones) (2,700; 20-25-55)—'Let's Talk It Over' (U) and 'Vaude. Remarkable, the patronage this house has developed through consistent entertainment at a price. Above \$15,000 again this week and plenty of profit. Added recently by \$1,000,000 Fur Show Revue. Last week was hotcha to a lot of money for 'Black Moon' (Col) and the Texas (Gulino) (WB) (1,400; 25-55-45)—'Building Drums' (UA) (3d week). Three weeks with 'But what it up. Had a good run. Last week above \$10,000. The pleasant profits and currently should amount \$9,000. 'Affairs of Celina' (UA) due to follow.

Port. Strike Over, but Pic Fare NSH, Hence Biz Ditto; Harlow \$3,000

Portland, Ore., Aug. 6.

Dock strike over and general biz picking up should have helped grosses, but weather bumped the burg's b.o. barometer. Current product is mostly average fare and getting average results. Some houses holding off strong biz until general conditions look better for duet dividends in the next few weeks.

'Vergie Winters' at the Music Box set the burg's top mark last week. Also collected raves and prompted enough grapevine discussion to exploit itself. Pic starts plenty arguments among the buying public, all good for the b.o.

'Parade in Private Car' to 'Mystery in Private Car', figuring that might help some. 'Paris Interlude' at Parker's U.A. got only average attention. House follows this week with 'Girl From Missouri' (Par) and in line for better than normal biz, but nothing starting.

Parliament ran its gross up a few extra notches with strong combo of 'Kiss and Make Up' and 'Charlie Chan' (Fox). At the Broadway and last week's 'Merry Frinks' was just good enough to hold that house in black ink.

Conforming to the letter of the NRA code, Hamrick's houses contemplate discontinuance of all free passes. Music Box, Oriental and Blue Mouse formerly gave away hundreds of duques on exploitation tie-ups and in payment for news space.

Estimates for This Week
Broadway (Parker) (2,000; 25-40)—'One More River' (U) and 'Mystery in Private Car' (MG). Grossed along fairly for \$3,500. Last week 'Side Streets' (FN) and 'Merry Frinks' (FN) good enough at \$3,200.

United Artists (Parker) (1,000; 25-40)—'Girl From Missouri' (Par) Harlow getting good attention and should click an okay \$3,000. Last week 'Paris Interlude' (MG) just fair \$2,800.

Parliament (FWC) (3,000; 25-40)—'Kiss and Make Up' (Par) and 'Charlie Chan' (Fox). Strong combo getting extra biz for this house, around \$3,800. Last week 'Grand Canary' (Par) and 'Elmer and Elsie' (Par) hit \$3,300.

Music Box (Hamrick) (1,400; 25-35)—'Here Comes the Navy' (WB). Going about average for this house \$2,500. good. Last week 'Vergie Winters' (Radio) got raves and big response boosting this house up to big \$4,200.

Oriental (Hamrick) (2,500; 25-35)—'Let's Try Again' (Radio) and 'Friends of Mr. Sweeney' (WB). Good, going fairly for \$3,000. Last week 'Embarrassment' (U) and 'The Key' (WB) hit an average score at \$2,200.

Hollywood Party, \$2,700; Bondage \$3,200, Tacoma

Tacoma, Aug. 6.

'Human Bondage' looks to follow in 'Vergie Winters' step by giving the Music Box a nice take. 'Hollywood Party' at the Ritz and will hold full week. 'Roxie' showing some improvement past week, with weeks days holding stronger than weekend takings would indicate.

Estimates for This Week
Music Box (Hamrick) (1,400; 25-35)—'Of Human Bondage' (Radio). Nice campaign helping this one along, to probable \$3,200. Last week 'Life of Vergie Winters' (Radio) strong at \$2,500.

Roxie (J-VH) (1,300; 15-25)—'Hollywood Party' (MG). Trying it for full week, if it holds up, with opening indicative of \$2,700. Last week 'Party in Over' (Col) and 'Chicago Folies' on stage the big reason for \$3,400 for three days; then 'Stamboul Quest' (MG) and 'Crime of Helen Stanley' (Col) dual, last half for week's total \$1,100. Big. Admish for stage show, 25-35. Blue Mouse (Hamrick) (650; 15-25)—'30 Day Princess' (Par) singleton, four days; 'Friends of Mr. Sweeney' (WB) (1,400; 25-35) and 'Flirtation' (Par) dual, 3 days, for week's gross of around \$1,500. Last week 'Devil Takes a Holiday' (Par) and 'Let's Talk It Over' (U) dual, last half for week's total \$1,400. (Radio) and 'Here Comes the Groom' (Par) dual, big at \$1,700.

4 DIVIDE \$18,300

\$8,000 for 'Girl From Missouri' Tops New Haven

New Haven, Aug. 6.
An up-and-down week in view, with two de luxers dying on their feet and other two grossing pretty fair summer figures.

College getting good response on bargain shows of two features and stage show for 40 cents.

Globe, second-runner, showing 'Hitler's Reign of Terror' at road show prices for week's run.

Estimates for This Week
Paramount (Public) (2,348; 35-50)—'Ladies Should Listen' (Par) and 'Can't Escape' (Shoulton). Just too bad this week, around \$3,200 which ties last week's 'Elmer and Elsie' (Par) and 'Green Eyes' (Chee).

Poli's (Loew) (3,040; 35-50)—'Girl From Missouri' (MG) and 'Defense Rests' (Col). Town's leader at \$8,000. Last week 'Handy Andy' (Fox) and 'Blind Date' (Col). Very pleasing at \$7,500.

Roger Sherman (WB) (2,200; 35-50)—'Man With Two Faces' (WB) and 'We're Rich Again' (Radio). Not so hot this week around \$3,300, but last week's was big \$5,000. 'Human Bondage' (Radio) and 'Friends of Sweeney' (WB).

College (Loew) (1,555; 25-40)—'Paris Interlude' (MG) and 'Ladies Willing' (Col), plus stage show. Big opening indicates okay \$3,800. Last week 'His Greatest Gamble' (Radio) and 'She Was a Lady' (Fox) and stage show. Just fair at \$3,400.

BOSTON KINDA BLA, METS' 19G BEST

Boston, Aug. 6.

Cash tills were a little heavier last week, what with the letting up of the dock strike and the business was anything to brag about. Orpheum, with 'Bulldog Drummond' and vaude, did a good \$12,200, only business of consequence in the town.

Both RKO houses, Keith's and the Boston, had very sorry business, and although the Boston looks a little better this week, the Memorial is about the same. Better with 'Man With Two Faces' and 'The Goldbergs' on the stage, looks as good as anything, with a probable \$19,000 in sight, okay.

Estimates for This Week

Keith's (RKO) (2,900; 25-40-55)—'Greater Gamble' (Radio). Fell off at the opening and \$3,000 at most, no good, is in sight. Last week 'Grand Canary' (Fox), pulled only \$10,500 over a 10-day stretch, bad.

Boston (RKO) (3,300; 25-30-40)—'Lady is Willing' (Col) and 'Monte Carlo Nights'. Very sorry \$5,500 in sight, but a little better than last week when \$5,000 was the best for 'The Chief of the Mounted' (U) and 'Bachelor Bait' (Radio), just another brace of mediocre pic.

Orpheum (Loew) (3,000; 30-40-55)—'Stamboul Quest' (MG) and 'Vaude'. Should do fair \$11,000, which will not touch last week's \$12,200, earned by 'Bulldog Drummond' (UA) and vaude. Nice go-around compared with the rest of the town.

State (Loew) (3,600; 30-40-55)—'Girl From Missouri' (MG)—Should

Militia Not Covering Waterfront, Seattle Perks: 'Handy Andy' \$11,000

Seattle, Aug. 6.

Several thousand men going back on the job at the waterfront improves biz tone and show shops respond with takings on the upbeat.

Paramount (Evergreen) going strong with campaign for 'Shoot the Works' and 'Chicago Folies' on stage. Coliseum is getting dough for return of 'Sadie McKee'. Fifth Avenue is going places with 'Will Rogers in 'Handy Andy'. Music Hall is playing up 'Here Comes the Navy'. So there is life all around the town.

Estimates for This Week

Blue Mouse (Hamrick) (1,000; 15-25)—'Merry Frinks' (WB) and 'His Greatest Gamble' (Radio) dual. Intended to land around \$2,500, which, in okay. Last week 'Bachelor Bait' (Radio) and 'Bernie' (Mono) grossed \$2,600.

Coliseum (Evergreen) (1,500; 15-25)—'Sadie McKee' (MG) and 'A Very Hot Date' (MG). May be especially big at malinee. Maybe \$4,100. Last week 'Viva Villa' (MG) and 'Great Flirtation' (Par) dual, finished at \$4,400.

Fifth Avenue (Evergreen) (2,400; 25-40)—'Handy Andy' (Fox). With

Better Weather Helping B'way A Lil, but No Panics; 'Sweeney,' Harlow, 'Andy,' Arliss Big

'Bondage,' 'Canary' At \$11,000 and \$9,000, Cincy's B.O. Leaders

Cincinnati, Aug. 6.

Ace cinema biz at comfortable gait currently, with combined gross grandly back of last week, when 'Handy Andy' (Fox) zoomed to regular season mark. This week's b.o. leader is 'Human Bondage' at \$11,000, followed by 'Grand Canary' with \$9,000.

Town's dolled up for national and state routings of Fraternal Order of Eagles that start Thursday (9) and continue over weekend. At \$4,500, smooth sailing, in years, reaching peak Sunday (12) for parade of 25,000 marchers and flocks of bands, drum corps and drill teams.

Estimates for This Week

Albee (RKO) (3,300; 35-44)—'Human Bondage' (Radio). Popularity of Maugham's novel and extra press add a help for \$11,000, good. Last week 'Whom Gods Destroy' (Col) \$7,500, all right.

Palace (RKO) (2,400; 35-44)—'Grand Canary' (Fox)—Surprisingly good \$9,000. Laurel and Hardy short no b.o. hurt. Last week 'Handy Andy' (Fox), scored over eight days, annexed an immense \$16,000.

Keith's (Libson) (1,500; 30-40)—'Here Comes the Navy' (WB) (2d week). At \$4,500, smooth sailing, following \$8,000 on first seven days for theatre's biggest figure in weeks.

Lyric (RKO) (1,394; 35-44)—'Bulldog Drummond' (UA). Second downtown run, \$4,800, okay. Pic fetched a nifty \$14,000 during initial week at Albee. 'Handy Andy' (Fox) comes in Wednesday (8) for third run repeat. Last week 'His Greatest Gamble' (Radio), \$5,000, not bad.

Family (RKO) (1,000; 15-25)—'Vivacious' (Radio). MG's Mystery drama patronage to tune of \$1,400, fair. Last week 'Crime Doctor' (Radio), \$1,800, nice.

Strand (Ind) (1,200; 15-25)—'Let's Try Again' (Radio). First Radio product for this RKO opposish stand. Looks like \$1,000, tame. Last week 'Let's Talk It Over' (U) and extra steam from

somebody's 'The Chief of the Mounted' (U) clips and news stills, put together locally, \$1,600, big.

bring \$11,000, pretty good. 'Jane Eyre' (Mono) last week a bad \$8,300.

Met (M & P) (4,500; 35-50-65)—'Man With Two Faces' (FN) and 'The Goldbergs'. Looks set for \$19,000, okay. Better than last week's 'Sophie Lang' (Par) which did \$16,400 with only a routine stage bill.

Paramount (M & P) (1,800; 25-35)—'Ladies Should Listen' (Par) and 'Friends of Mr. Sweeney' (WB). The show is good, and the picture good, but a shade under last week's \$6,700 with 'Personality Kid' (WB), and 'Elmer and Elsie' (Par).

With the same old draw, looks like sporty \$11,000 and probable hold-over. Last week, 'Operator 13' (MG) got \$8,000, big.

Liberty J-VH (1,900; 10-15-25)—'The Trail Drive' (U). Combo of mystery thriller and western that always registers with big clientele, heading for \$12,900. Last week, 'City Limits' (MG) and 'Sweden, Land of Vikings' (State Right), dual, okay \$9,300.

Music Box (Hamrick) (900; 25-35)—'Of Human Bondage' (Radio). Hot release from Music Hall expected to touch \$3,800. Last week, 'Man With Two Faces' (FN), \$3,900, good.

Music Hall (Hamrick) (2,300; 25-35)—'Here Comes the Navy' (WB). Hopes run to \$5,000. Last week 'Of Human Bondage' (Radio) liked and big at \$4,000.

Paramount (Evergreen) (3,100; 25-35)—'Shoot the Works' (Par) and 'Ches Davis' in 'Chicago Folies' on stage. Plus augmented juke box buff-fano band with publicity dent, also shooting the works, should brush \$7,500, nice. Last week, 'Groucho' (WB) and stage got \$5,100, okay.

Stardust (2,900; 35-55-65). 'Here Comes the Navy' (WB) 2d week. First week is estimated at around \$18,000, nice, after a second week's draft of \$23,200. 'House Wife' (WB) opens Thursday (8).

State (2,200; 25-55-65). 'Man With Two Faces' (WB) and vaude. Striking up excitement and fortune. 'Let's Talk It Over' (U) and 'The Chief of the Mounted' (U), no better.

Better theatre weather helping somewhat along a Broadway first run front that was under severe attack for a while from a heat siege, but nothing sensational is occurring at the box office, anyway. Despite biz generally being tepid, there are three holdovers scheduled—the Capitol, RKO and Mayfair.

Nearest to real strength is being shown by 'Rothschild' at the Rivoli on its pop first run engagement following a three months' \$2 stay at the Astor. Picture suffered somewhat at its initial week, but still above Rivoli averages at \$35,600. The second week (last), with better weather, came close to equalling the first seven days, house setting \$32,500, with a third week's takings are estimated at \$28,000. The Riv is doing excellent business around the \$30,000 mark, considering its capacity, regardless of what the picture is. 'Rothschild' in John Wright's opinion would be a cinch for six weeks, but it can't remain on the premises that long, because it is replacing 'The Chief of the Mounted'.

Picture awaiting first run here, including 'Bulldog Drummond Strikes Back', next on schedule. As result 'Rothschild' goes after four weeks. 'Here Comes the Navy' (WB) is as powerful for the Strand as the Arliss starrer at the Riv, but the Arliss draft in this one continues to be very good on midweek, with indications of \$18,000. Second lap of seven days was \$23,200.

Both the Music Hall and the Cap, though in profitable brackets, were expected more than their respective pictures are going to get. 'World Moves On' at the Hall will be around \$75,000. Picture opened very strong, but fell off some over the week end. Cap's Harlow entry 'Girl From Missouri', looks short of \$35,000, but it's okay. It holds over.

Paramount of 'Elmer and Elsie' is pointing to below \$14,000. Last week the house got only \$14,400, brutal. All-time low is \$14,000, and very doubtful it will ever be reached. Picture is reaching currently to avoid setting a new dip. House closes for a week Thursday (9), reopening Aug. 16 on special premiere with 'Cleopatra' and an augmented orchestra but no stage show.

Estimates for This Week
Capitol (5,400; 35-75-85-110). 'Girl From Missouri' (MG) and stage show. Harlow disappointing somewhat, but will probably be short of \$35,000, but in profit brackets. Stays a second week. Last week 'Paris Interlude' (MG) withered to \$19,000.

Mayfair (2,200; 35-55-65). 'Friends of Mr. Sweeney' (WB). This one suddenly brought house to life, first week ending last night (Monday) bringing \$11,000, very good. Holds over as long as midweek, efficient box office strength. Prior picture, 'Wild Gold' (Fox), got \$6,000, average.

Strand (2,900; 35-50-65-75). 'Grand Canary' (Fox) and vaude. 'Attila' little and probably not more than \$10,000, mild. 'Old Fashioned' (Par), in ahead, got around \$11,000.

Paramount (3,000; 35-55-75-90). 'Elmer and Elsie' (Par) and stage show. It's horrors here again and almost certain of a new low of under \$14,000. At time of writing, 900. Last week 'Ladies Should Listen' (Par) only \$14,400, murder!

Radio City Music Hall (5,915; 40-60-85-90-115-155). 'World Moves On' (Fox) and stage show. Fell off over weekend but with smart start will hold up to good \$75,000. Last week 'Tat, Trot and Glove' (Radio) managed to hop a little over \$60,000, profit.

Rialto (9,000; 40-65-75-95). 'Personality Kid' (WB). Mousing none but maybe a little over \$4,000, leading far over at previous week on 'Cooked Cavaliers' (Radio).

Rivoli (2,200; 40-65-75-95). 'Rothschild' (UA) (3d week). In ratio to house average, this is the strongest draw in town and third week looks to hold up to good \$23,000. Second week was \$23,000, close to first seven days' take of \$25,900, mild south of that.

Roxie (6,200; 25-55-65-75). 'Handy Andy' (Fox) and stage show. Low scale up to 7 p.m. helping here and on this Will Rogers a pretty good week of \$23,000 is looked for. Also holds over. Last week 'Learned About Sailors' (Fox) got \$22,600.

Stardust (2,900; 35-55-65). 'Here Comes the Navy' (WB) 2d week. First week is estimated at around \$18,000, nice, after a second week's draft of \$23,200. 'House Wife' (WB) opens Thursday (8).

State (2,200; 25-55-65). 'Man With Two Faces' (WB) and vaude. Striking up excitement and fortune. 'Let's Talk It Over' (U) and 'The Chief of the Mounted' (U), no better.

U.A. Frisco Reopens at Higher Scale; 'Here Comes Navy,' Warfield, \$24,000

San Francisco, Aug. 6. Shirley Temple in 'Baby, Take a Bow' came crashing through the Warfield last week, so it's been moved across to the St. Francis for an extended run, leaving the Warfield with a big 11th anniversary show headed by 'Here Comes the Navy' and a big stage show with regular acts and the local O'Neill kiddies revived.

Optimistic note is sounded with reopening of the United Artists, and at a raise in admissions over the old scale. House has a 55-cent top now, and with 'House of Rothschild' showing after four weeks and a show unrelenting five months ago, theatre is doing okay.

Golden Gate doing well enough with 'The Girl from Saint Paul' and stage show with Les Hite's colored revue playing a return date. Fox Paramount dealing 'Stamboul Quest' and 'Friends of Mr. Sweeney' and rather light while Fox St. Francis has 'Dick Turpin' with Vic McLaglen and 'Dancing Man'.

Burg is pretty well back to normal after the strike, and business generally is up all around. Golden Gate and Fox probably will boost prices Sept. 1. All theatres in San Jose went up a nickel, effective yesterday (Sunday).

Estimates for This Week

Fox (Leo) (5,000; 15-25)—'Dick Turpin' (British) and 'Dancing Man' (St. Francis Rights), split. Vic McLaglen in four weeks, and a show at \$3,600. Last week 'Love Captive' (U) and 'Can't Escape' (Bencon), split, drew \$3,100.

Golden Gate (RKO) (2,344; 25-35-40)—'Gods of the Night' and stage show with Les Hite's colored band repeating. Lack of names in pic holding it to \$12,500, still good. While last week, the second of 'Of Human Bondage' (Radio) pulled okay \$10,500.

Paramount (F-WC) (2,400; 25-35-40)—'Stamboul Quest' (MG) and 'Mr. Sweeney' (Par), split, Loy's previous pic helping some, and maybe \$12,500, nice. Last week 'Grand Canary' (Fox) and 'Here Comes the Groom' (Par), split, drew \$11,000.

St. Francis (F-WC) (1,500; 25-35-40)—'Baby Take Bow' (Fox). Moved over from Warfield after sock week there, and little like is still drawing with good \$4,700. Last week 'Andy' (Fox) similarly moved from Warf got \$4,500.

United Artists (1,200; 30-40-55)—'House of Rothschild' (UA). House reopened after two months, and at a higher scale than before, along with line extending and throughout the town. Pic played four weeks at roadshow prices at the Geary five months ago and did well. Off week here, \$10,000 likely.

Warfield (F-WC) (2,700; 35-40-65)—'Here Comes Navy' (WB). With 11th anniversary show headed by local O'Neill kiddies who are a draw, Cagney (Fox) similarly moved from Warf got \$4,500.

Omaha's Car Strike Over, Biz Should Be Better, Has Been O.K.

Omaha, Aug. 6. City's second street-car strike this year ended Tuesday (31) after the public had gone five days without the utility's transportation. This one lasted a day longer than previous strike and accomplished less. By this time people knew how to combat it and only merchants and theatre owners seemed concerned about it. Strikers went back to work without getting anywhere more than they had as result of first strike.

Estimated that biz was affected from 10-30%. This is not what was actually cut off the usual grosses but what might have been realized over the average take but wasn't because of the strike. Biz was good all around and much has been exhilarating except for the strike.

New shows will likely bring theatre row back to its average self after the epilepsy weeks just past. Grosses all around average or slightly above, probably the latter because of the fewer number of houses resulting from the Paramount's closing. Orpheum is now the conceded leader at the top end out of the way and shows it both by admission price and attractions. Last week's experiment combining a new feature with an old favorite changed daily at the Worfield proved a good thing. Originally scheduled for eight days week was cut to seven days to put the house on Thursday openings, the day formerly held by the Paramount.

House now goes back to its regular policy of two new features weekly.

Estimates for This Week

Orpheum (Blank) (2,976; 25-40)—'Grand Canary' (Fox) and 'Kiss and Make Up' (Par), dual. Likely gross around that class, even up a little due to decrease in opposit, \$7,300. Last week 'Handy Andy' (Fox) dual with 'Witching Hour' (Par) a very good bill in face of car strike and \$10,500 a new straight pic record. Might have reached \$11,000 but for trolley strike.

Brandeis (Singer) (1,200; 20-25-35)—'Midnight Alibi' (FN) and 'Jane Eyre' (Mono). A weakie and will show it at the box office. About \$3,800 and will have to do with 'Whom God Will Destroy' (Col) with 'Bachelor Bait' (Radio) strong week, \$4,250, and might have been heavier without strike. An unusual week for mid-week.

World (Blank) (2,100; 25-35)—'Harold Teen' (WB) and 'I Give My Love' (U). Just average and following a good week should have no trouble doing at least \$4,100. Last week 'Stamboul Quest' (MG) was double featured with a different old favorite each day for a cheering week. List of old favorites included 'Smilin' Through' (MG), 'Tues of Storm Country' (Fox), 'Prizefighter and Lady' (MG), 'Tugboat Annie' (MG), 'Jekyll and Hyde' (Par), 'Cavalcade' (Fox) and 'State Fair' (MG). All did their part and 'Queen of the House' had a full seven days, \$4,500, good.

Missouri, \$13,000, Paces Kansas City

Kansas City, Aug. 6. Loew's Midland with Jean Harlow, 'Kathleen' (WB) best known blonde, in 'The Girl from Missouri', her home state, will lead all comers in grosses. Picture opened strong Friday with long lines in front of the box office and held nicely over the Saturday shows. Indications are for one of the best weeks for some time.

Last week was pretty draggy all around. The terrific heat continued and is still hanging on and is commencing to really hurt. Reports from the surrounding territory tell of crops destroyed and live stock dying for want of water, which is not good for the show business.

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—'Midnight Alibi' (FN), 'Merry Frinks' (FN). At one time Dick Barthelmess was a real draw in this house, and he still has many admirers who 'Grill' him, so the gross this week. Should hit around \$5,000. Last week, 'Whom the Gods Destroy' (Col) and 'Fog Over Frisco' (FN) (Par) (2,000; 25-40)—'Midland Loew' (4,000; 25-40)—'The Girl from Missouri' (MG). Opened strong Friday with long lines in front of the place, and held steadily.

Philly Feeling Phooey

Philadelphia, Aug. 6. Pretty dismal trade is looked for in Philly's few remaining downtown picture houses this week. 'Here Comes the Navy' at the Stanley was figured as strong as anything in town, but its pace so hasn't been as strong as expected. Opened Wednesday and probably won't get more than a single week at around \$11,000. Earle has 'The Great Gambler' and a stage show headed by Alex Morrison, the golfer, and Charlie Fox. Nothing hot indicated and \$4,000 will be top.

'Handy Andy' holds over at the Fox, and although its first week was well over expectations, a sharp drop in forecast and \$15,000 will be top. Stanton's 'Man of Two Faces' won't get more than a mediocre \$6,000 and 'We're Rich Again' at the Kariton figures for less than \$5,000. Arcadia (2,000; 25-40)—'The Girl from Missouri' (MG). Opened strong Friday with long lines in front of the place, and held steadily.

Dismal B.O. Pace—'Navy' at \$11,000 Not Materializing—'Andy' in 2d Week, \$15,000

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over the week end. Will likely get close to \$13,000. Last week, 'Paris Interlude' (MG) failed to click over \$8,100.

Newman (Par) (1,800; 25-40)—'Springtime for Henry' (Fox), and 'Embarrassing Moments' (U). Lots of show for a quarter and the shoppers are giving it a fair play. Indications for about \$5,000. Last week, 'Kiss and Make Up' (Par), and 'Murder in Trinidad' (Fox), with \$4,200.

Tower (Revolt) (2,400; 25-40)—'Give My Love' (U) and vaudeville with Jack Dalton and Co. Love and Hite, Edith Griffith, Dave Monahan, Helen Arden, Lester Harding and the Rayburn Girls. Clicking along nicely for \$7,000. Last week, 'Talk It Over' (U) and vaudeville reported \$7,200.

Uptown (Fox) (2,040; 25-40)—'One More River' (U). Right down to the river and the management is looking for \$4,500. Last week, 'Grand Canary' (Fox) around \$3,400.

Dillinger Kin

Gross \$5,500;

'Andy' Big H.O.

Indianapolis, Aug. 6.

Will Rogers continues to be the big draw in 'Handy Andy', which is in its second week at the Apollo. Circle still strong enough to warrant another week or two before it finally bows out. The second week will reach a figure of \$6,000 if the present pace keeps up, and that on top of an \$8,500 first week is sensational for the small 1,100-seater. Seven shows a day is turning the trick, however.

'Here Comes the Navy' at the Circle is running well in second place with a take of \$5,000 showing up, and 'Girl From Missouri' is next in line with a gross of \$4,400 at Loew's Palace. 'Cockeyed Cavaliers' is trailing with no more than \$3,800 in sight of the Lyric.

Estimates for the Week

Apollo (Fourth Ave.) (1,100; 25-40)—'Handy Andy' (Fox) (2nd week). Very big at \$6,000. Last week in its opening stanza the picture grossed \$8,500, which is up in line with a gross of \$4,400 at Loew's.

Circle (Katz-Feld) (2,600; 25-40)—'Here Comes the Navy' (WB). This one is good at take of \$5,000; okay. Last week 'Old Fashioned Way' (Par) was better, at \$4,400.

Lyric (Olson) (2,000; 25-40)—'Cockeyed Cavaliers' (RKO). Wheeler and Woolsey have meant more here in the past than they seem to be doing in this pic, and the gross is plenty mild at \$3,800. Last week (for five days) 'I Give My Love' (U) and vaude. Ditto above, although good but not sensational at \$5,500. House and family made money, however.

Palace (Loew's) (2,800; 25-40)—'Girl From Missouri' (MG). Moderate business on this one at \$4,400. Last week 'Paris Interlude' (MG) was only fair at \$3,750.

Foils Big Bad Wolf

Then came the biggest financial transaction of record up to that time. Signing for four films with Metro, Bernstein received \$250,000 in cash on the line before a picture was started. An additional 60% of the profits netted the kid star another \$400,000. Then followed a tour of persons here and abroad at \$8,000 a week.

Cogan reigned as a star for eight years and doesn't have to worry about the big bad wolf. A trust fund and Los Angeles real estate have placed him in a position of luxurious comfort for the rest of his life. Nor is the actor, now 32, going to 19, resting on his laurels. After his schooling at Santa Clara college he may return to the scene of his early triumphs. He has just taken a test at Metro and the results are said to have been gratifying.

If the kid cycle fails to eventuate, the heaviest losers will be the photographers, who are clapping time in their circle when a youngster gets over that big hurdle.

Turner Joins Agency

Columbus, Aug. 6. D. N. Noyes, exec with Lord & Thomas agency on the Quaker Oats account, has engaged every Turner to handle theatrical publicity on the Q. O. product. Special task for Turner is the tie-up with the forthcoming Warner Bros.-Joe E. Brown picture, 'Six Day Bike Rider', whereby Quaker Oats will give away 1,000 bicycles to kids for contest essays. Turner has been here on publishing for RKO local houses.

It Won't Rain Sundays in Newark; All-Irish Stage-Screen, \$1,500

Film Kids

(Continued from page 3)

and Parina, colored rascal, who, by the way is a boy and not a girl, faded out after a fling at vaude. Freckle-faced Mickey Daniels, Stynele Beard, Wheeler and the rest of them have been in eclipse since they outgrew their gang parts.

It Hooker explains that soon as they reach the gangling stage and lose their naturalness their value to pictures is nil. Most of them get hammy and artificial and are beyond direction. Salaries generally start at \$50 a week and rarely go beyond \$200.

Madge Evans is about the only kid player who improved herself with maturity. She is a Metro contractee and has had many featured roles. Vaude and radio have claimed Milti Green. Frankie Darro manages to snare a part here and there and that just about closes the bright side of the chapter.

Pay Out to the Bone

Many of the marquee names of the silent days have passed from the scene without leaving a trace of their wanderings. Topping this coterie is Wesley Barry, who was a featured player in his own right only to go into a dissolve after a few stage trills.

Just to name a few, there were Baby Peggy, Davey Lee, Philip De Lacy, Dickie Moore, June and Katherine Lee (vaude), Tad Alexander, Virginia Lee Corbin, Buster Phelps, Kit Wain, Junior Durkin, Gertrude Messenger, Dinky Dean, Bobby Connolly, Baby Marie Osborne, Malcolm Sebastian. They had their taste of fame and passed on.

This dream came true of having their hopefuls on studio call is not as golden as parents picture it. Munificent wages of another day are not being paid. Where they used to start at \$100 has been trimmed down 50% for the current crop. Shirley Temple's \$150 a week, and that after she had won her spurs in 'Little Miss Marker', was upped to \$175 after a flood of publicity was focused on her stipend through agent squabbles and court fights. Baby Lee Roy's film stint nets around \$150 a week.

The Cogan saga is a study in high finance. Taken in hand by Arthur Bernstein after he completed 'The Kid' with Charles Chaplin, the first contract was signed with Sol Lesser for \$1,000 a week, quite a jump over the \$75 paid by Chaplin. Then came four pictures for First National at \$1,200 a week, a bonus of \$10,000 and 25% of the profits after distribution costs were deducted. This last item added \$400,000.

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Newark, Aug. 6.

At least it's cooler weather for the week end, although a little rain will improve things, and there's none in sight. In fact, the weather man asserts it has rained just one Sunday since March, which explains the howl here that the houses are not getting a fair break on week-end rain.

Bransford, with 'Here Comes the Navy' and 'Embarrassing Moments', is plainly leading, with standees on Friday and it looks like \$11,000. Proctor's is also doing nicely, with nearly \$9,000 in sight from 'Grand Canary' and 'She Was a Lady'. There's nothing else.

Estimates for This Week

Bransford (WB) (2,866; 25-45)—'Here Comes the Navy' (WB) and 'Embarrassing Moments' (U). Strongest opening for a long time and believed the Cagney opus will reach \$11,000. Last week 'The Old Fashioned Way' (Par) and 'Return of the Terror' (FN) okay at \$8,900.

Capitol (WB) (1,200; 15-25-35-50)—'Thin Mah' (MG) and 'Great Migration' (Par). Powell-Loy film has enough left in it to bring this up over \$4,000. Last week 'Operator 13' (MG) and 'Here Comes the Groom' (Par) not impressive at \$3,700.

Little (Franklin) (55-110)—'Rocky Road to Dublin' (Moore) and 'The Irish Play' (Cagney). Prices jumped on the ground that the Irish are so hungry for entertainment they will pay anything, and seemingly right. In for two weeks and looks like \$1,500 this one. Last week \$750 for the second of 'Forgotten Men' (FD).

Parade (2,780; 15-15)—'Paris Interlude' (MG) and vaude. Nothing to cheer over and may not reach a feeble \$10,000. Last week 'Stamboul Quest' (MG) got \$12,000.

Paramount (2,400; 15-15)—'Cavalcade' (2,400; 15-15)—'Ladies Should Listen' (Par) and 'Fighting Lady' (Ideal). Opening terribly and doesn't look like more than \$3,500. 'Grand Canary' (Fox) and 'She Was a Lady' (Fox). Pleasant bill starts off surprisingly well and should be close to \$2,000. Last week 'The Gods Destroy' (Col) and 'His Greatest Gambler' (Radio) nice near \$3,000.

Terminal (Skouras) (1,000; 15-25-40)—'Let's Try Again' (Radio) and 'Cockeyed Cavaliers' (Radio), with 'Found Alive' (FD) and 'Money Means Nothing' (Hollywood) split. Nothing new in for two weeks and \$500. Last week 'Springtime for Henry' (Fox) and 'Vergie Winters' (Radio) with 'Women Who Dare' (FD) split brought \$3,500.

Wonder Bar, \$6,000, Tops Birmingham

Birmingham, Aug. 6.

Bits taken top honors this week for the first time. Last week without 'Wonder Bar' in spite of an attempt by union to have local union folks boycott the house. Circulars claiming the house is only non-union theatre in Birmingham, and being distributed by the thousands downtown and signed by Stagg Emery, a union No. 78. Distribution has been cut off for a week or more. Birmingham today is probably the strongest stronghold of unions of all kinds in the south and has been since the strike after strike. Everybody from grocery store clerks to soda jerkers have attempted organization of unions.

Estimates for This Week

Alabama (Wilby) (2,800; 20-35-40)—'Honey Moon' (WB) and 'Light entertainment that Birmingham will like but on six-day run will get around \$6,300. Last week 'The Man' (MG) great \$8,000.

Ritz (WB) (1,600; 20-35-40)—'Wonder Bar' (FN). At an upped scale from 25-30 cents and good business will get \$6,000. Last week 'The Man' (MG) great \$8,000.

Empire (BTAC) (1,100; 15-25-40)—'The Great Gambler' (Radio). Dix is nearly always okeh, \$2,000. Last week 'Manhattan Love Song' (FD) split brought \$3,500.

Strand (Wilby) (800; 25-35)—'Honey Moon' (WB) and 'Thelma and Louise' (MG) on split week \$1,500. Last week 'Catherine the Great' (UA) (MG).

HACKEL SEEKS OUTLETS

A. W. Hackel, president of Supreme Pictures, limited in New York (and many) by plane to line up additional product for his indie company.

Supreme is currently making a series of westerns with Bob Steele, but Hackel and Sam Katzman, his partner, plan to do other state right films if suitable releases can be obtained.

\$17,000,000 IN BRITISH PIX

All Paris Film Houses to Close Down Sept. 1 Unless Government Grants Exhibs Healthy Tax Cut

Paris, July 28.
Group of Paris film theatre owners resolved at a meeting Tuesday (17) to close down in a strike September 1 if Government does not grant relief from excessive taxation before that time.

Meeting was called and led by Emile Samuel, firebrand exhibitor, who is not satisfied with the efforts made by leaders of trade associations to get relief. Charles Delac, Raymond Lussiez, Paul Charles Biver and Roger Wolff, association chief, attended unofficially to see what went on, but could not quite make the revolting exhibitors give up the strike idea.

Many of the official leaders is that they can get more out of the Government by going easy than by trying to force the issue. Tax relief is already promised for fall, but exhibitors want action, not promises.

Strike will only embarrass them in their discussions, leaders say. If they don't get what they ask they'll take drastic action later, they say. Meanwhile rank and file stick to the strike idea.

Nitely Relief

Government came out Wednesday (25) with decrees giving a certain amount of tax relief to nitro clubs and a number of marginal amusement businesses, but nothing yet to the film and legit theatres, making things worse.

Taxes are so complicated that it's almost impossible to explain, in less than a volume, just what changes the new decrees make. A 5% supplementary tax, hitherto paid by dance places is killed, and these outlets will now pay flat 10% per admission, instead of former 30% on a bottle of fizz or 27.50% on an ordinary drink.

In the cases of dance places which charge no admission all the taxes in the future are hung on the first drink the customer buys when he gets inside. From then on, no tax.

Amateur and semi-professional show people get a big hand from the new decrees. All variety shows, film shows, bike races, street fairs, cafe concerts and balls which are (Continued on page 50)

RADIO'S GERMAN DISTRIB. ON %

Berlin, Aug. 6.

Radio Pictures has completed a deal with Europa-NDIS for eight features. German company will distribute the films in Germany and Luxembourg on its own. Radio getting a percentage on grosses against a guarantee. Some of the films will be dubbed into German at the discretion of the distributor.

Pictures have not all been selected, but the following five will be among the eight: 'Little Women,' 'Morning Glory,' 'Christopher Strong,' 'Finishing School' and 'Right to Romance.'

Fete Brisson

Hollywood, Aug. 4.

The Nordic Civic League will toss an honorary banquet Friday (11) night at the Jonathan Club for Carl Brisson, Danish actor, now with Paramount.

The League, which claims 75,000 members of Danish extraction in Southern California, will have Mayor Frank Shaw and other city and state officials at the affair.

Colman's Brother

Sydney, July 5.

Eric Colman, brother of Ronald, has been engaged by Paramount Smith to play lead in a local pic.

Young Colman has been located here for many years, and is at present engaged in broadcast work.

Nazis Produce Abroad as Aid To Foreign Biz

Berlin, July 24.

Although the German motion picture industry has gained fundamentally in some directions as a result of regulations by the present Government, the drastic official censorship of films has seriously affected business abroad, according to Trade Film Commissioner George R. Canty.

Several leading German firms, he states, have already commenced production activities for the 1934-35 season. Although details are not yet available, it is estimated that German companies will produce between 140 and 145 feature films during the current season, compared with 136 during 1933-34. From 20 to 25 of these pictures will be made abroad in such cities as Prague, Budapest, Vienna and Paris.

Purpose of this foreign production, Canty states, is partly to utilize frozen German credits in these capital cities, and partly for compensation reasons, that is, to facilitate the export of German films on the basis of special agreements. These facilities, obtained through compensation, are necessary because export difficulties due to foreign currency restrictions and the boycott movement against German films abroad are reacting unfavorably on the German film business.

Consequently, Canty says, the German market supply will be augmented by foreign films, so far as possible under existing German film regulations. It is believed in some film quarters that in order to meet local exhibitor demand a larger quota of foreign films will be made available by means of special agreements than during the 1933-34 season.

B&D TO MAKE FEWER PIX BUT SPEND MORE

London, July 28.

British & Dominions staged a cocktail party to welcome the return of the New York and Hollywood of Herbert Wilcox. Director informed those present his company proposed to bring over to England the best stars and directors from Hollywood.

B. & D. productions will be reduced from 12 to eight a year, Wilcox says, but the same amount of money will be spent on the eight as had previously been invested in the dozen.

New London Studio

London, July 28.

The Blackpool town council is in negotiation with the Tower Film Productions, Ltd., for the sale of a plot of land to the company in the northern area of the resort.

Tower wants to erect a new film studio.

YEAR WILL SET NEW COST HIGH

5,900 Now Permanently Employed—Studio Space at Premium—Considerable Building Going On

U. S. STARS A FACTOR

London, July 27.

More than 5,000 people are now permanently employed in making motion pictures at the studios in and around London. An additional 3,000 or 4,000 earn a livelihood by occasional employment at these studios. This includes extras.

At the present moment floor space is at a premium at all the important studios in the London area. Simultaneous with the building of new studios at Elstree there are being erected at the present moment 1,000 new dwellings. The new Gaumont-British studios at Shepherds Bush cannot house all the productions this concern and its subsidiaries have in hand and they have been compelled to rent space elsewhere.

Among the stars and featured players in the throes of production here at the moment are George Arliss, Douglas Fairbanks, Leslie Howard, Conrad Veidt, Merle Oberon, Anna Neagle, Richard Auber, Jack Buchanan, Jack Hulbert, Cicely Courtneidge, Tom Walls, Betty Balfour, Will Hay, Gene Gerrard, Clive Brook, Madeleine Carroll, Matheson Lang, Jessie Matthews, Nova Pilbeam, John Loder, Gregory Ratoff, Carol Goodner, Charles Farrel, Florence Desmond, Sophie Tucker, Marion Harris, Greta Garbo, Lilli Damita, Winifred Shottler, Zelma O'Neal and a host of others.

This does not include a constantly growing string of American stars who come over for one picture and turn right back to Hollywood.

A careful estimate places the expenditure for the making of British films for the current year at \$17,000,000, which will, of course, be a new high for any country outside of the United States.

Two British Film Crews with Yank Stars Turn Paris Into Minnie H'w'd

Paris, July 28.

Hollywood season in Paris is now on and members of gang from coast as they drift in find so many playmates in town that they can't tell whether they're here or there. Difference between this year and previous visiting seasons, however, is twofold: Many of the filmers are here to work, not to play, and those amusing themselves are, in general, only passing through, preferring to put in their real vacations where they can get more for their money.

Two working Rattos are in Paris at the moment, both shooting French scenes for British films. One group is making exteriors for 'The Milky Way,' adaptation of the late Alfred Savoir's 'La Voie Lactee,' being produced by British & Dominions, and the other is a troupe led by Gregory Ratoff to make a sequence at the Cirque d'Hiver for '18 Minutes,' circus picture which Ratoff wrote himself.

British & Dominions crowd gave a large cocktail party at the Hotel Chambord in honor of Mary Glynn, French star, who has her first English speaking part in this picture. Glynn played in Rene Clair's 'A Nous la Liberté,' which was shown in America. She has been studying her English and now speaks with a perfect Champs Elysees accent.

'Milky Way' script was made by

Australian Film War Over; Par, U. Sign With Combine for Entire Lists; MGM, WB Only Holdouts

By ERIC GORRICK

Sydney, July 5.

Looks like the local film war has fizzled out.

Paramount has signed with General Theatres for the majority of key city houses covering 1934-35. Contract will not interfere with the Carroll tieup embracing the Prince Edward, Sydney, or Par's own Capitol in Melbourne.

Par deal closely followed Universal's falling over the combine, and it's not too successful indie try at the 'Tivoli,' Sydney. It was thought that Par might possibly go to the Martin Liberty group following on its first release of 'Miss Fane's Baby,' but a deal, after much dickering, was finally clinched with the combine. Only standouts now are M-G-M and Warners. Latter continues to release in nabs and next week will go into the Liberty, Sydney, with 'Fashion Gaieties of 1934.'

Now that M-G-M is running its own chain in Sydney, Melbourne and Brisbane, a link with G. T. seems hardly possible, although negotiations are said to be on for programmers.

Trade is waiting to see whether the incoming Warner representative will be agreeable to play ball with the combine on product. Figured here that the Warner nabs (Continued on page 50)

Still Mysterious, But Natan Admits Just a Few Items

Paris, July 28.

Bernard Natan, Pathe chief, back on his native soil, is being almost as mysterious as to what he did in America as he was over there. His story is that it was a vacation and a curiosity visit to the studios, and he's sticking to it.

He does, however, admit a few things:

One. He's going back to America in September, because everybody was so nice to him the last time.

Two. He fixed up an office in the Maison de France for his firm "so that the Americans can see some French films." When they see them, he says, he hasn't decided what he's going to have them do about it.

Three. He hired Charles Boyer away from Fox, and his firm is putting out lots of bally about it.

He added a flock of nice words about how good Franco-American film relationships are going to be in the future.

"There is no question of conquering a market, for us any more than for the Americans," he said. "But I think that the films that we produce in the calm European atmosphere, both by the thought, the expression and the technical and artistic ideas they provide, will soon be of greater importance to the Americans."

Natan told French newspapermen who tried to get more than this out of him that he had fought off the boys in New York, so what chance did they have?

Bennett on Hustle

London, July 28.

Richard Bennett will have to do plenty of hustling.

Just off to Paris to take some cinema shorts for the Ratoff film, which Monty Banks is directing. Due back here in a couple of days for some interior shots. And must be in New York in mid-August to start rehearsal for Al Wood's show, 'The Great Cat.'

Strike Threat Holds 2 Houses from Going Pix

Mexico City, Aug. 3.

Strike threat of unionized theatre groups may block arrangements now far advanced for two oldtime playhouses, Iris and Politeama, going cinema.

Unions have filed suit with federal board of conciliation and arbitration for large sums which they claim both theatres' managements owe members in back pay and as compensation for dismissal when houses go pix.

Gangster Films On Pan in Anzac Anti-Crime Wave

Sydney, July 5.

More drastic censorship against gangster pics is predicted here by those in authority.

Refusal into Australia of pics glorifying criminals is a move said to be contemplated by the government, with orders given to the Chief Censor to negotiate such pics.

It has been pointed out to those in control that very few, if any, American films actually glorify gangsters. In 30 cases out of 100 the criminal gets his just dues before the final fade-out. However, as so many influential welfare societies have continuously presented petitions to the authorities requesting stoppage of the crime pics, some action by the government is anticipated in the very near future.

Because Australia recently experienced a small crime wave the blame is being placed upon the shoulders of the American film producers.

Two British Film Crews with Yank Stars Turn Paris Into Minnie H'w'd

Paul Gangellin, Hollywood scribe, who says he'll be in Paris for a week. Jack Raymond, British director who did 'Sorrel and Son,' is megging, and Sir Cedric Hardwicke and Ralph Richardson are in the cast.

Bennett's There

Additional California air was given to the party by presence of Richard Bennett, Edwin Justus and Emily Hahn. Bennett has a part in the Ratoff picture. Miss Hahn is here doing a script for someone or other, she says. Eddie Mayer asserts he is here to write another play, but can't get away from the film mob long enough to get to work.

Ratoff declined to stick around with the crowd and ducked off to bed, asserting he had to be on location early next morning. Pictorial 'Minut' is tale of backstage life in a one-ring circus. Besides Bennett and Ratoff, cast includes Benita Hume, John Lauder, Katherine Sergava, Hugh Wakefield and Paul Graetz. Monty Banks is directing. On the non-working side among recent visitors here was Doug Fairbanks, who stayed for a few hours at the Clillon on his way to London from the south. He was at Monte Carlo for the opening of the summer casino, which he attended together with Mr. and Mrs. John Wanamaker.

Adding to Thursday's grief is the fact that the C.A. must decide once and for all on the 10% eliminations situation precipitated by United Artists' refusal several months ago to recognize the NRA discount provision for exhibitors.

KEYS' FILM SALES STALLED

IATSE Takes Physical Possession Of N. Y. Ops. 306; Sherman, et al., Resign

New York Operators, strongest local (306) in the entire International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, is now in sole custody of the I.A. following resignation during the past week of all officers, including Harry Sherman, president, and down. The 306 officials were reported to have been called in by George Browne, head of the I. A., and asked to hand in their walking papers.

Sherman, who had not been around the 306 office since an I.A. representative, Vice-President Harlan Holmden, was sent in to investigate conditions, internal dissension, etc., has wanted to resign for several months, it is understood. His future plans are not known. Holmden went into 306 on orders of the I.A. about six weeks ago, when the district attorney staged a surprise raid on 306 and Empire Operators, Brooklyn, seizing records which, on court order, were subsequently returned.

Plan now is to reorganize 306, a job which Browne is reported to have estimated at a private meeting during the past week may take six months or more. In the meantime, election of officers to replace those going out is not expected.

\$100,000 Expenditures

At the closed meeting which Browne called it is said that the financial side of 306 was discussed at length, with figures showing that for the past 16 months expenditures were around \$100,000. Of this amount it is related that around \$200,000 went to pay off accumulated indebtedness of the Sam Kaplan regime, including attorney fees and expenses of open-air theatres and motor shows, advertising, etc., incurred by Kaplan in fighting Empire. Legal expenses over and above what Kaplan left on being ousted is placed at around \$100,000 for the 16 months.

Holmden remains in control of 306. It was this v.-p. who was shunted into 306 when the I.A. took cognizance of the Kaplan troubles and ordered him ousted. Sherman, at that time in charge of labor matters for Paramount, was urged to run as president to succeed Kaplan. Among Sherman's difficulties, aside from a Kaplan clique in 306 still faithful to Kaplan and resisting Sherman, have been the Allied opposition troubles.

This New York chartered union springing up as an alleged company union of independent theatre owners immediately after Sherman had made a deal to end the battle Kaplan had with Empire by taking the Empire men into 306. He also eliminated the much-alleged permit system which had been installed in 306 by Kaplan.

Reports are that Sherman several months ago started getting weary over the troubles that confronted him in presiding over 306 and because of these conditions was ready to walk out.

Metro Initiates Shorts Bally With Big Push

Culver City, Aug. 6.

As boost for single bills by giving more attention to shorts, Metro has created special publicity department for its briefies. On studio end are Donn McElwaine and Tom Wright, with Al Feinman in east.

Studio goes at it with bang, tossing in talent, plus all the fixin's, exploitation, tie-ups, publicity and all build-up, for the one and two-reelers.

Pete Smith's Goofy Movies and others are already in the ballyhoop. His short, "Strikes and Spares," has tie-up with National Bowling Association, and his "Tadpole Care of Italy" has tie-ups with department stores, newspaper contests and diaper manufacturers.

McGrail to Coast, Joel Swenson Joins Hays

John McGrail, assistant to J. J. McCarthy on Hays advertising code, has been shifted to a similar job under Joe Breen. McGrail left for the Coast Saturday with his New York post being turned over to Joel Swenson, formerly with Fox.

Simultaneously Lester Thompson, first assistant to McCarthy, returned from an emergency trip to the Coast.

RKO Ogling Par, Syracuse, in Case WB Invades Town

RKO is interested in strengthening its operating position in Syracuse, N. Y., and to that end may take over the Paramount there in order to get the Par product. As result of Warner threats to invade Syracuse, RKO is worrying principally about picture supply.

George Walsh, who has been operating Syracuse and other upstate cities for Par for some time, is resisting such deal. Recently he was given a partnership over most of them but not including Syracuse.

Any invasion of the up-State situation by WB would mean the loss of Warner product to RKO there. Outside of its own (Radio) and the WB pictures, RKO has nothing but sluffs and indies. Par plays its own pictures at the Paramount, while Loew's in Syracuse has the Metro and UA product. Schine Bros. (independent) has Fox and Universal supply.

Syracuse Par shut down July 4 and no definite date set for its reopening.

MG Spots May Robson In 'Nest,' Hughes Yarn

Hollywood, Aug. 6.

'Old Nest,' Rupert Hughes yarn, filmed silently several years ago will be remade by Metro with May Robson topping.

Metro also has bought 'Good Bye Mr. Chips,' novel by James Hilton.

NRA REPORTS THAT BLOCK BOOKING IS VIRTUALLY NIL IN 35 % OF THE U. S.

No Hope for Normalcy Until November When Zoning Schedules Get Straightened Out—Sales Latest Ever Excepting for Big Circuit Deals

The NRA reports that as the result of Eagle zoning difficulties the policy of block booking is virtually suspended in territories representing an aggregate of 35% of U. S. film sales. In such areas, the Eagle reports, the average exhibitor instead of signing for complete 1934-35 line-ups is buying on a piecemeal basis sufficient to keep his house in operation.

Little hope that normalcy will return until late in the fall, possibly not until November, when zoning schedules are expected to be straightened out, is held by the NRA. Whether the present emergency situation tying up sales in the reported territories will establish a precedent eventually meaning the death blow of block selling remains to be seen. In NRA film circles, however, it is regarded as the most formidable wedge ever cleaved into the block policy.

ENTANGLEMENTS HALT CITY DEALS

Code Mix-Ups and Rulings, Theatre Ownership and Operation Switches Kill Early Film Selling Season—See No Metropolitan Selling Until October

SELL STICKS FIRST

Chicago, Aug. 6.

Film selling has come to a complete stop in most of the metropolitan areas throughout the country. Distributors have issued orders that no selling to city exhibitors be attempted at present in such towns as New York, Chicago, Kansas City, Milwaukee, Los Angeles, St. Louis. In most instances the film exchanges are sending their city salesmen into the country to change their time while waiting for city situations to clear up sufficiently.

Complete hiatus on selling at present means that the new selling season won't get started in towns before maybe Sept. 15 or October. In the past the selling season has been in full swing by July 15 and Aug. 1. In the past years there has been much talk among distributors of delaying the selling season until the fall, under the contention that summer is a tough time to try to sell product, just when business is at its worst. But distributors never got around to that delayed selling because of the fear of competing firms jumping in ahead of them.

This year the selling season is being delayed not by any sales policy on the part of the distributors but because of the chaotic conditions in towns due to unfinished code and zoning business, pending changes in theatre holdings and possible switches in exhibition policies.

New York Theatre Deals

In New York the pending theatre changes due to negotiations by Warners, RKO and Loew's has halted New York film selling, with the exchanges and exhibs unable to settle on any deals until the proportioning of theatre holdings among the circuits is finally settled.

Switches in theatre ownership and operation is holding up film selling in Milwaukee where the loop and nabe situations are in a turmoil due to cross-fire negotiations involving the Saxe, Warners and Fox Wesco theatres. More Annenberg just re-

L. A. Cameramen's Union Accused Of \$100,000 Welfare Fund Misuse

'Twas Inevitable

Syracuse, N. Y. Happy Hour, downtown subsequent run house, for Sunday's run of 'Manhattan Melodrama,' used this newspaper display copy:

'Manhattan Melodrama' is the picture John Dillinger went to see the night he met his death. He faced death to see it! Would you?

cently switched his theatres from indie operations to a tie-in deal with Fox and it's likely other deals involving the downtown Wisconsin, Palace and Garden will be made shortly. Similar switches in theatre line-up is holding up St. Louis selling where the St. Louis Amusement Co., which controls a flock of theatres, is laying in on new deals until a final settlement on picture and theatre properties is made.

Chi B&K Mix-Up

In Chicago the Balaban & Katz code rumpus has sent the city salesmen out of town. Nobody knows just what the new setup will be and neither exhibs nor exchanges can settle on any protection agreement until a decision comes out of the New York code appeal board on B&K's request for additional protection. Local code board has ruled that last year's clearance system continue for the coming season but B&K thus far has refused to buy product on that arrangement. And until B&K deals are set it's impossible to set indie theatres on product.

Another question holding up Chicago's selling season is the double-feature case coming before the code board this week. George Gehring for the Rosewood theatre has entered a protest against all major distributors for their refusal to sell him double features. Until a decision is rendered in this case there is no way for the exchanges to sell.

Double feature problem, which must be answered yes or no, is also holding up the Los Angeles selling season. Everybody is waiting on Fox Wesco to decide how it will exhibit pictures this coming year and until Fox decides the distribis and other exhibs will have to set back and wait.

Protection question under the code ruling is causing the halt in picture marketing down in Kansas City. Everybody is waiting for New York to okay a clearance schedule for that town before the new sales campaign can get going.

Hollywood, Aug. 6.

Karl Struss filed action in Superior Court last week against International Photographers, Local 659, International Alliance of Theatrical Stage Employees, charging that the emergency welfare fund of the organization, amounting to nearly \$100,000, had been 'misused and misappropriated' by officers of the union, and asking for an injunction against further expenditures until the court obtains an accounting of all transactions, loans, disbursements, liabilities and assets of the cameramen's union from Aug. 17, 1932, to date.

The complaint, filed by Attorney A. Ronald Button, was brought in Struss' name for a large group of top cameramen who want to get a detailed accounting of the union's funds since the start of the I.A. studio strike last summer. In addition to the union, Howard Hurd, former business representative of the organization, was made defendant in the action.

Charge is made by Struss in the complaint that large sums of money have been paid out of the emergency fund in violation of the resolutions which originally established the fund. He asks that the association pay into the court a sum equal to any loss ascertained to have been either misused or misappropriated for distribution among the plaintiff and other members and creditors of the union in proportions to be determined by the court.

Milton Mitchell, attorney for the union, stated he would file a demurrer to the complaint the end of this week. He declared the complaint does not state a cause of action, and Struss was not a proper party to bring any action of that nature against the union, as he had not been a member in good standing since July of last year.

Vigilantes Chase Russ Pic Exhibs Out of Ore.

Portland, Ore., Aug. 6.

Declaring they were representing the citizens of Oregon and the United States, 15 men entered a grand house in Grants Pass, Ore., and broke up the showing of a Russian-made pic, 'Road to Life.' Pic was being exhibited by A. Johnson and Cliff Gould, who were notified to leave town within 12 hours. They decided to do that.

Gould had been giving a speech on the Soviet method of crime prevention as part of the show. Vigilantes didn't like his idea of things and told the two that Grants Pass was unhealthy.

Publix's Colo. Bldg.

Denver, Aug. 6.

Publix building two theaters in the state. A new one in Pueblo, 1,300 seats, under construction, and one in Colorado Springs, 1,350 seats, will be started after Labor Day on the site of the present Rialto, which Publix bought from the owner of the building, \$50,000 will be spent in Pueblo, Rialto, Inc., with J. J. Finske, J. H. Cooper and W. K. Shuttles as directors, has been formed to handle Pueblo houses. Regal Theaters, with Finske, E. P. Roberts and J. Alfred Ritter directors, will handle Colorado Springs theaters. All are connected with the Publix-J.H. Cooper partnership.

Publix is improving a number of properties in the state; \$2500 was spent on ventilating equipment for nurseries, lobby, seats, drapes, etc., on the existing Greeley, and \$7500 will be spent to remodel the Avalon, Grant Junction.

(Continued on page 73)



Gentlemen, I ask you! What is the one topic that is uppermost in the minds of the motion picture exhibitors of this great nation today? My friends, the answer is . . .

DAMES

**WARNER BROS.' "GOLD DIGGERS" FOR 1934 WITH
RUBY KEELER • DICK POWELL • JOAN BLONDELL
ZASU PITTS • GUY KIBBEE • HUGH HERBERT**

Hundreds of Girls in Busby Berkeley's Most Amazing Dance Creations... Directed by Ray Enright of
"20 Million Sweethearts" Fame... 5 Song Hits by Warren & Dubin, Fain & Kahal, Dixon & Wrubel

INTERNATIONAL WORLD PREMIERE AUGUST 10TH AT WARNER THEATRE,

ATLANTIC CITY, AND MANOIR RICHELIEU, MURRAY BAY, CANADA

Economy Cuts

Phoney Orphan

Dramatized Trailer

Rope Frames

Cowen's 'Baby' Bally

Two from Seattle

Opening Special

Card Winnahs

Two Bright Kids

Baby Photos

BEHIND *the* KEYS

Los Angeles.

Tells the Story

College. Universal decided to do without local g.m. and now Edie Lee is managing Starland, moving Bill Popham from Starland to College. Syd Gunn remains Lyceum manager.

Plugging 'Navy'

Baltimore.

George Browning, Stanley publicist, found Warners' "Here Comes the Navy" an apt subject of exploitation, where he wanted no other than what he had the house's usher staff dotted in gob garb with plug for flick pinned on the caps. Also made a tie-up with a local candy concern, who were wanted no other than kisses. Had an usher standing in lobby week in advance of pic, handing out a sweet to each person who wanted no other than reminder that here's a kiss from the Navy'. That angle made a hit, obviously, with the females, for before long the ushers were being mobbed among ushers who stood the give-away watch which one would win a date from the rector. To rather have a male from the Navy'—the female, however, in another angle was played up and capitalized by management, with result a few more admishes were possibly obtained. The picture also was picked up by a saver company, promoting a supply of the breath-sweeteners, which he had distributed on a downtown Baltimore street. In addition, the picture bearing the admonition, "Here's a Lifesaver for persons seeing a good show—Here Comes the Navy"—all was used in the picture. It was really measure utilized by Browning, though not new, was the attachment of printed banners on a sailboat carrying the message, reminding the sailors of the shore resorts and beaches, plugging the pic.

Here's One for Lloyd

Col. Winners

campaign on 'No Greater Glory.'

Tells the Tides

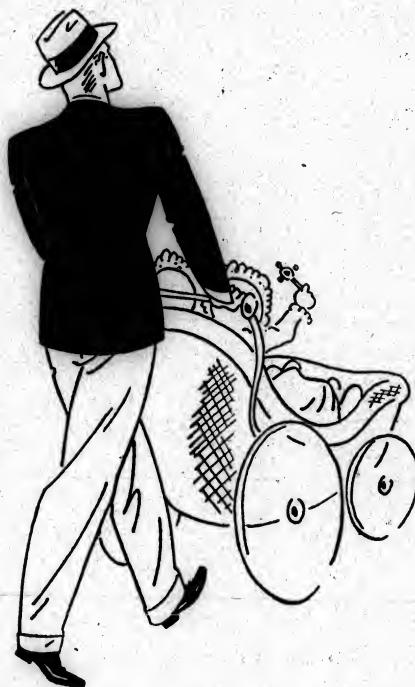
Savings Banks

Savings Banks

Perhaps the most commonly used is an offer of one dollar to all patrons on a certain night or week. These dollars are in the form of checks to be used as the basis for a deposit account at the bank, limited to new deposits. Stipulated that it cannot be withdrawn before the end of the year, by which time the bank figures that a bulk of the de-

(Continued on page 19)

"SHE LOVES ME NOT"* IS BING CROSBY'S GREATEST TRIUMPH SINCE THE TWINS!



"SHE LOVES ME NOT"

At the Chicago Theatre, Chicago, is doing the best business of the year...Paramount Theatre, Los Angeles, the best business in months...Saenger Theatre, New Orleans, biggest business in months...Denham Theatre, Denver, a week's business in one day...Warner Theatre, Atlantic City, the biggest business of the year!

* A Paramount Picture
starring BING CROSBY and
MIRIAM HOPKINS
with KITTY CARLISLE, LYNNE OVERMAN,
GEORGE BARBIER, HENRY STEPHENSON,
WARREN HYMER. Directed by ELLIOTT NUGENT



and now— Grace Moore Captivates Exhibitors!

By Her Glorious Performance in

ONE NIGHT OF LOVE

previewed

AUGUST 2nd
ASTOR THEATRE—NEW YORK

By far the most refreshing and exuberant entertainment the screen has ever created. Hollywood should say, "God bless Columbia, and Grace Moore." —Jack Hottam, Sussberg Circuit

The musical picture we've been waiting for since talking pictures started. It isn't close to perfection; it is perfection. —Simon Fabian, Fox Brooklyn Theatre

No wonder those Hollywood critics raved about Grace Moore. Columbia has certainly scored a beat. —John M. Benas, Rosenblatt Circuit

Grace Moore is superb—the picture a true sensation; and wholesome enough to satisfy the most rabid fanatic. —Al Suchman, Consolidated Amusement Enterprises

A brilliant, magnificent performance. Not only ranks with the top-notchers, it goes them one better. I've rarely seen such enthusiastic audience reaction. I was thrilled. —Samuel Rinzler, Randforce Circuit

A tremendous achievement—will meet with greatest ovation from the public ever tendered any picture since sound was presented. —Ed. J. Peskey, Stoures Circuit

Grace Moore in One Night of Love is one of the finest productions that I ever had the pleasure to see. It cannot help but entertain every class. —Harry Shiffman, Isle Theatre Corp.

Positively great entertainment and a credit to the motion picture industry. It is a powerful answer to the Legion of Decency. —Joseph M. Seider, Prudential Playhouses

Clean and wholesome. I think the public appreciates it very much. As for entertainment value, I believe everyone will enjoy it as much as I did. —Charles H. Moses, Century Circuit, Inc.

previewed

JULY 31st
EXETER ST. THEATRE—BOSTON

I was never more thrilled. A class picture with mass appeal. Should be the smash hit of the year. —Harry Zelts, State Theatre, New Bedford

Undoubtedly will be the hit of the year. One of the finest productions we have ever seen. —Ansin & Stoneham, Interstate Theatres Corp.

Means extended runs everywhere... In all my picture experience I never heard anything so glorious. —Max Finn, Gen. Manager, E. M. Loew Circuit

Great! Should do a whale of a business. Columbia has outdone itself. —Al Anders, Bijou Theatre, Springfield

Greatest screen achievement. —Louis Boas, Boas Circuit

Finest and most entertaining picture I have ever seen. —E. R. Hutchinson, Strong Theatre, Burlington

The finest production I have ever seen. —Phil Smith, Smith Circuit

Mighty fine—Grace Moore possesses the greatest voice on the screen today. —Al Somerby, Gen. Manager, Lothrop Amusement Co.

Will do more to help the screen than anything that has been produced. A really marvelous picture. —Geo. A. Giles, Pres. Allied Theatres of Mass. & Giles Circuit

The outstanding picture yet previewed. It is bound to create friends for the motion picture theatre. —Martin Toohey, Leroy Theatre, Pawtucket

A very fine production. Grace Moore glorious. —Ramsdell Bros. —Malden and Geo. Hackett, Medford

Marvelously produced and acted, Columbia should be congratulated. —N. Yamins, Durfee-Fall River



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Variety House Reviews

PALACE, CHICAGO

(Continued from page 12)

by the powerful flick, 'She Loves Me Not' (Par). And more should certainly be said about the deliberate repeating of local acts in this house after they have played all the rival pool and nabe theatres as recently as six months. Sandy Lang has been in town in the past few months playing the Sante-Lake, and the R&K and Warner nabes at 25c. The same goes for the Two Davys, and Peg-Leg Bates has been playing stock.

In the case where a short budget is necessary for additional acts due to the high expense of the headliner such as the Flo-Rito orchestra it would seem the wiser course to permit the local booker to fill in the necessary turns. He would at least know what acts haven't been overplayed around town. The Palace is suffering under its present booking handicap and only local attention can save it.

Loose, the Two Davys and Peg-Leg Bates are standard performers and delivered their money's worth preceding Flo-Rito, coming back to Chicago after a long absence, having acquired an ether rep. Flo-Rito brings in a 15-piece orchestra, a crooner and a femme warbling over 35 minutes of standard band entertainment.

Flo-Rito brings to the rostrum the same wistful, plaintive, waltzy type of show as the previous act, the radio. An abundance of strings, with even a 'cello featured, makes it a soft-lights-and-sweet-music type of ensemble. The act is a tantes change dresses four times and sing four songs nicely, while Muzzy Marcellino croons in accepted radio style. On performance and appearance none of the other acts in the house. Sock of the show on single performance is Johnny Candy, who has a trick voice, going from falsetto soprano to deep bass and back again with remarkable ease and rapidity. It's surefire hoke comedy for this audience. Candy handles the act well and gets the most out of the trick tonals. He even gets by with two borrowed hits, the 'Three Trees' number and the 'Three Trees' number. The first has been identified with Joe Penner for so long that it seems wise to let it remain with Penner.

Flo-Rito himself is a comedian and handles one of the pianos. His act is pleasant enough throughout but needs some pepping up with a little more strictly radio work on the stage. It wouldn't be such a bad idea to spot a smooth ballroom dancing act in the routine if the personal appearance tour. At present he has June Marlowe. She warbles a tune and then for her '2-to-Buffalo' hikes her skirts for some wild hoke. It's messy stuff. Girl should sing or dance; not both.

There was the Art Kassel band, followed by the Johnny Hamp band followed by the Ted Flo-Rito band. And who is the headliner next week? Correct! It's Carlos Molina and his orchestra. Molina figures as a star here; he has only been around town for a year now and about four months ago played a brutal week at the R&K, Chicago.

The RKO Palace here ruined itself with an \$3c top policy. It has now cut its admission to 55c, and it may have a chance. But, with this booking, maybe in three or four weeks it'll be down to a two-bits top policy. Picture was 'Bachelor Bait' (RKO). Business okay, supper show Friday. Gold.

ACADEMY, N. Y.

Standard five-act on tap the first half, each of the proven acts blending nicely into a wholly entertaining layout. Carries more weight from start to finish than has been seen in a N. Y. neighborhood in a long time, this usually tough audience responding readily with applause.

At the Saturday mat. biz was about half, but the receptions for each turn were bigger than usual, gotten here from a capacity mob. 'Whom the Gods Destroy' (Col.) is the feature following the hour of stage show.

Harry Rose and Owen McFivney are sharing the feature billing, but the former dispensed with his usual duties to play the piano and to the next-to-closing spot with his rapid fire delivery of specials and chatter. Was an instantaneous click. McFivney followed with another show stop in the closing frame for his 'Bill Sykes' prothan sketch. He's

now disclosing how two dressers enable him to don the five different disguises so rapidly, without, however, hurting the effectiveness of the exciting vehicle. The type of act that has been done for a score of years and can go on pleasing for another 20.

Opening is the standard casting turn of Three Kings and a Queen. Girl and pantomime comic are tossed by the two huskies on the bars without much stalling and for good mugging all the way.

Wilbur Hall, eccentric musician, and Loretta Denison, a red-headed looker, singer and musician, deuce to excellent results, with the Mann, Robinson and Martin dance menage trying and making it a unanimous okay from the patrons for every thing. Two boys and girl in this turn have a femme pianist assistant who aids a Chinese semi-adagio routine with a song. Mann's rubber-arm Harlem-dance depiction is, as usual, the act's highlight.

PARAMOUNT, L. A.

Los Angeles, July 31.

Shifting to Tuesday opening for final week of stage show policy, Paramount has a new act, a duo, by having clear field for debut, and biz was helped materially by Bing Crosby draw in his latest Paramount release, 'She Loves Me Not.' Stage fare composite of two apparently staged ballets, and a hedge-podge of vaude talent, with the spectacle portions of program capped first by a solo singer.

Opening ballet is labelled 'Vienna Woods,' and comprises various waltzes and toe routines by 32 line girls, plus unprerehearsed singing and dancing mixed team that did not seem to fit in. Femmes were garbed in summer attire, with toe routines including the other types of temperichore. Ada Broadbent staged.

Murray Lane and his Harmonica Band comprise the jukebox monica playing, with colored midget providing rowdy comedy that clicked solidly. A symphonic arrangement of 'Trees' proved their best rendition, expertly presented. Louis DiPro, youthful hooper, follows with snappy routine of tapping. Lad has nice personality and good cleverly.

Willcox and Carson, comedy gab pair, are playing return at house and repeat routine of impersonations including visual newness. As before, their best effort is impersonations of Laurel and Hardy, a wow. Act mostly is pretty goofy, and a bit raw, but the girls are themselves, they're getting paid for it and the customers seemed to relish the nonsense.

Shifting to the finale, a pretentiously staged ballet spectacle titled 'Metropolis,' also work of Miss Broadbent, which features Gray and Hudson, equestrian team, and 32 girls in a series of mirror and spinning wheel routines. It's colorful and eye-appealing.

Shows include Par News, 'Pop-Eye' cartoon, with third chapter of 'Young Eagles,' serial screened at morning show only. Edna.

HIPP, BALTIMORE

Baltimore, Aug. 2.

Izzy Rappaport reopened his Hipp, country's most successful indoor night after a nine-week hiatus for inside 'n' out rehabilitation. Exterior has been scrubbed and shined; within new drapes, lamps, chairs, carpets, travertine and stage flooring have been installed. At together represents an outlay of around \$45,000 of the \$75,000 profited by theatre last season.

It's highly problematical whether the Hipp will experience a repetition this season of the success of last. Burg's other vaude-filmer, Loew's Century, which has been heatedly rivaled, and in many instances crumpled, by the Hipp for the past three years, has now a product from Metro and UA countries; formerly had B. the top grade stuff going to Warners straight-flick Stanley, which Loew operated on pooling arrangement over his own line to WB's sole care. That angle was noticeable from mid-April on, at which time Loew gave up the Stanley and impregnated it with all-first-run products at the Century. Biz at the Hipp wasn't, in the main, so vigorous once Loew started mating A product with ace stage lineups. Over the past few weeks prior to, and nine weeks of, Hipp's hiatus, the Century averaged a weekly

profit of \$4,000-\$5,000. And the stronger compulsion that will be offered by the Century this year is bound to be felt by the Hipp.

Rappaport sought a name headliner to grace the boards for his reopening stanza; but at last minute, with none available that hadn't played town within active-lifetime of a razor blade, compromised on a well-webbed five-act ladder that, though not as potent as a single queue monickers, plays soundly. At the reopening single-show exercises Thurs. evening, with 300 double-digits sprinkled over house, plus presence of Mayor and civic bigwigs, the show socked. Even the payees, piled six-high in pews and clinging to chandeliers, apparently looked upon affair as of patriotic intent, and plied its paws for every concession of entertainment vouchsafed by the vaude with an earnestness seldom equalled in even this easy-audience town.

With the one-performance presence of couple of guest artists (Edie White, gab and song man; and Mary Small, child singer warbler), plus an amplified phone conversation 'tween Rappaport and Cantor and Winchell which was p.a'd from stage, and in-person felicitations extended by Mayor and aldermen, show stretched to nearly two hours, but mob reveled in it all the way.

Opening, Russian Revels. An 11-piece balalaika ork under Fedor Maybosh, worked before a fastidiously fully colored rug, running cleanly through a gamut of aptly chosen tunes and backgrounded twin effects of a waltz and a dance, an equally unnamed acro hooper; latter especially able and an eye-ase to boot. Another femme, a silt dancer, writhed through a session of contorted poses, and a fully presented and handles assignment well. Act could profitably slide a number or two from routine; eh! too long as stands.

Joe and Ted Michon deuced. A quick repeat here for this hoke balancing and springboard turn, but thorough. They still retain that over-the-hill, but the act's basic routine fixture as an Ubangi lip. Offensive to many and should be preened.

Sydney Froos, treyed with a triumph. Couldn't beg away from mike and had to go three songs beyond normal routine.

Jack Pepper, who six years back in era of silent movies did a lengthy stint at the then vaude-filmer Stanley, frolicked through the fancied frame with his stooges. No one seemed to remember him; but then he hasn't been around and his present form of act can't be over-closely associated with quondam chores. Stooges have a goof musical combo that extracts most of the laughs. Pepper confines self to couple chants and general straight-ing.

Closing, Christensen Bros. Nice pair of quasi-classical ballet-type hoopers. Their partners deserve billing: smooth working gals who pair with the lads neatly.

Pic this week is 'Human Bondage' (Radio). Pic ork overture presented Felice Iula and his trenchmen punching out the salient tunes from the 'My Maryland' number, and an appropriate selection of music; leastwise seemed certainly inevitable under the circumstances.

FOX, BROOKLYN

A 25c show for 25c patrons is an adequate description of this presentation. Presented cheaply and looks cheap, though the patrons here figure anything over the picture for the low admission fee is an extra dessert and they bluster their hands mitting every opportunity.

Biz at the early show Friday evening was exceptionally good for a hot night. Features, 'Let's Try Again' (Radio).

Bert Walton, who knows all the tricks, is emceeing the corny layout, but actually doesn't put on any comedy steam until his own spot down near the close. He's the works with a dead-pan stooge presented as a Brooklyn amateur singer, who is not only a capable buffer, but also registers a showstop on his own vocal efforts. Walton's material is right up the alley of the Fox's regulars, open-faced sags that don't need any guesswork and mental strain, with the result that he clicks all the way. In emceeing the acts he's adequate.

Show opens with the 16-girl line and Jane and Lynton, main item, in an alleged depiction of Harlem strutting that's just 50 more bumps than should be directed at a family audience. The burly stuff is unnecessary. In fact, it is the week bit. Following them the Four Robbers, three men and a girl, in

Bondholders of General Theatres Gain in Justice Steuer's Court

Following a decision by N. Y. Supreme Court Justice Aaron Steuer attacking the Chase National Bank in an action by bondholders of General Theatres on the Fox financing deal, an appeal is expected to be filed in which bond owners will attempt to gain further ground for themselves. Advance reports in connection with an appeal is that bondholders will go to a higher court in an effort to further protect themselves on a reorganization plan for General Theatres and to demand that they be entitled to more stock.

Additionally, attorneys representing bondholders who were granted judgment of \$46,000 by Justice Steuer as counsel fees, believe this sum insufficient for services rendered and will ask for more. Plus more Fox, General Theatres and International Projector stock, bondholders on an appeal are considering trying to get the \$46,000 profit which went to a syndicate because of the Chase Bank's financing of Fox Film and Fox Theatres.

Indicating that the Steuer judgment prevents any effort of putting through a reorganization plan for General Theatres, bondholders' attorneys believe that such a reor-

ganization may now be speeded up. Plan has been variously talked about for more than two years.

How Stock is Held

The Steuer decision in connection with stocks goes into great detail as to stocks of Fox, International Projector, and National Theatre Supply which are subject to protection of bondholders. Justice Steuer found that the following stocks are held as security for the payment of \$22,554,000 due on 6% bonds maturing in April, 1941:

46,975 shares Fox Film A new, part of 800,000 shares received in 1933 in substitution for prior Fox stock; 4,405 shares International Projector preferred, part of 24,640 shares received in March, 1931; 3,535 National Theatres Supply, part of 19,769 received in May, 1931.

The Chase Bank holds for its exclusive use as security for payment of a \$3,700,000 General Theatres note 100,000 shares of Film Securities Corp. preferred and 4,666 shares of the present Fox Film A stock, judgment indicated.

Justice Steuer directed that on 10 days' notice the securities held by Chase may be sold to satisfy the \$3,700,000 note and that the proceeds are to be applied first to the lien, while the balance is to be distributed among the bondholders.

In rendering his decision, Justice Steuer noted that the bondholders sued on the ground that acts of the Chase bank were in violation of its fiduciary duty to the bondholders as trustees. On the Fox financing by Chase the decision went into the question of whether the transaction was a violation of the agreement in the indenture, Justice Steuer ruling that 'if it is, there can be no dispute that the defendant violated a duty to the bondholders in participating in an act which it undertook to prevent the corporation from doing.'

Chase Bank had contended that the demand notes were paid by the \$10,000,000 and hence that there was no outstanding indebtedness for the year. The \$10,000,000 note was taken in return for cash advances and other financing considerations of a prior date.

Justice Steuer said that 'under the circumstances the question is undoubtedly one of intent.' He added that 'the intent found here was one to avoid the provisions of the indenture, which was accomplished by stamping the notes paid and including in other mummery of banking practice. There was no real payment.'



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"Should prove a box office clean-up! Lloyd at his best! Marks departure from his gag formula . . . deftly blending suspenseful incident, hilarity, romance." —*Variety Daily*

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by CLARENCE BUDINGTON KELLAND

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A FOX release

Directed by

SAM TAYLOR



CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 S.W. 4th, N. Y. C.
End of the World (Fin du Monde) (Fr.). Scientific dream based on Flammarion novel. Dir. Abel Gance. 66 mins. Rel. April 15.
Melo (German). Sensitive study of psychological difficulties. Elizabeth Bergner. Dir. Paul Canner. 93 mins. Rel. Feb. 1. Rev. Feb. 6.
Poll de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Jules Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield Office: 1540 Broadway, New York, N. Y.
City Park—3 Men and a Girl. Sally Blane, Henry B. Walthall. Dir. Richard Thorpe. 63 mins. Rel. April 13. Rev. May 29.
In Love with Life. Lila Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 63 mins. Rel. April 13. Rev. May 29.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 71 mins. June 16.
Fifteen Wives. Thriller. Noel Francis, Natalie Moorhead, Raymond Hatton. Dir. Frank Strayer. 70 mins. Rel. May 15.
Fugitive Road. An Austrian-Italian border story. Eric von Stroheim, Wera Engels, Leslie Fenton. Dir. Frank Strayer. Rel. July 1.
Notorious. Bad Nica. Marian Marsh has a hectic love adventure. Betty Compton, Marian Marsh. Dir. Rich. Thorpe. 71 mins. Rev. March 6.
Quitter. The Newspaper business in a small town. Chas. Grapewin, Emma Dunn. Dir. Rich. Thorpe. 67 mins. Rel. Feb. 5. Rev. March 20.
Rainbow Over Broadway. Musical romance. Grace Hayes, Joan Marsh, Lucien Littlefield. Dir. Richard Thorpe. 72 mins. Rel. Dec. 23. Rev. Dec. 27.
Stolen Sweets. Dramatic romance. Sally Blane, Charles Starrett. Dir. Richard Thorpe. 72 mins. Rel. March 15.
Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July. Rev. July 17.

Columbia Office: 729 Seventh Ave., New York, N. Y.
Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy W. Neill. Rel. June 25. Rev. July 13.
Crime of Helen. Murder mystery in a picture studio. Donald Cook, Ralph Bellamy, Shirley Gray, Gal. Patrick. Dir. D. Ross Lederman. 58 mins. Rel. April 20.
Fighting Ranger. The. Round-up of killers by a temporary furloughed ranger out for vengeance for killing his brother. Buck Jones, Dorothy Heyer. Dir. George B. Seitz. 60 mins. Rel. March 17. Rev. April 17.
Heil Bent for Love. Young state policeman defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. 65 mins. Rel. May 19. Rev. July 31.
Heil Cat. The Newspaper man takes a holiday with an underworld angle. Robert Armstrong, Ann Southern. Dir. Al Rogell. Rel. June 15. Rev. July 10.
It Happened One Night. Girl marries without father's approval and on leaving his yacht. Claudette Colbert, Clark Gable. Dir. Frank Capra. 105 mins. Rel. Feb. 23. Rev. Feb. 27.
Line Up. The. Police story. Marion Nixon, Wm. Gargan. Dir. Howard Higgin. 64 mins. Rel. March 31. Rev. May 29.
Man's Game. A. Tim McCoy as a fireman. Dir. D. Ross Lederman. Rel. June 16.
Man Trailer. Western story. Buck Jones. Dir. Lambert Hillier. 58 mins. Rel. May 24. Rev. May 29.
Most Precious Thing in Life. Abandoned mother relives her own romance through her son. Jean Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillier. Rel. May 19.
Ninth Guest. The. Eight people mysteriously invited to dinner after arriving told daughter of her mother's death. Genevieve Tobin. Dir. Roy William Neill. 69 mins. Rel. Jan. 31. Rev. March 6.
No Greater Glory. Ferenc Molnar's "Paul Street Boys" with a mostly juvenile cast. Dickie Moore, Gladys Hulette, Frank Morgan, Lola Wilson. Dir. Frank Borzage. 73 mins. Rel. April 20. Rev. May 8.
One is Guilty. Well-planned murder mystery. Ralph Bellamy, Shirley Grey. Dir. Lambert Hillier. 64 mins. Rel. March 31. Rev. May 29.
Once Upon a Time. A comedy of a woman who confuses her own life with her operation. Ralph Bellamy and Fay Wray. Dir. Lambert Hillier. 70 mins. Rel. Jan. 15. Rev. March 15.
Party's Over. The. Bruce Blakeney ends the party when he realizes his efforts to support his wife's career are framed by redoubt and saved by father. Mary Brian, Bruce Cabot. Dir. Phil Rosen. 63 mins. Rel. Dec. 2. Rev. Feb. 27.
Shadows of Sing Sing. Hackett's sister in love with detective's son. Both make objects to romance. Gladys Hulette, Frank Morgan, Lola Wilson. Dir. Frank Borzage. 73 mins. Rel. April 20. Rev. May 8.
Sisters Under the Skin. Tired business man takes a matrimonial vacation and gets it out of his system. Elissa Landi, Frank Morgan, Jos. Schildkraut. Dir. David Burton. 70 mins. Rel. April 15. Rev. June 12.
Social Register. A chorus girl's adventures in high society. Colleen Moore, Chas. Winninger, Pauline Frederick, Alex. Kirkland. Dir. Marshall Neilan. 74 mins. Rel. March 15.
Speed Wings. Western with airplanes to break monotony of agebrush. Tim McCoy, Evelyn Knapp. Dir. Otto Brower. 61 mins. Rel. Feb. 5. Rev. April 3.
Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental star on same train. John Barrymore, Carole Lombard. Dir. Howard Hawks. 91 mins. Rel. May 11. Rev. May 8.
Voice in the Night. Complications in the telephone business. Tim McCoy. Dir. Chas. B. Seitz. 64 mins. Rel. April 6.
Whirlpool. A self-sacrificing husband meets death to shield his wife. Jack Holt, Jean Arthur. Dir. R. W. Neill. 74 mins. Rel. April 10. Rev. May 8.
Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Taylor, Doris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 28. Rev. July 17.

DuWorld Office: 729 Seventh Ave., New York, N. Y.
Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.
Blue Light. (Austrian and Italian). Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Rel. not set.
Bride of Samos. South Sea featurette. Dir. Phil. Brown. 30 mins. Rel. March 1.
Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 15.
Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Aug. 1.
Hollywood, City of Dreams (Sp.). Jose Bohr. Spaniard's impression of cinema. 64 mins. Rel. July 15.
Romance in Budapest (Hung.). Franciska Gaal. Musical. 70 mins. Rel. April 16. Rev. May 15.
Sword of the Arab. Adventures of American cowboys in Arabia. George Durrell, Renato Rosini, Paul Panzer and Lucille Kaye. Dir. Alfred Smailay. 64 mins. Rel. Sept. 1.
Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 19.

First Division Office: R.N.O. Bldg., New York, N. Y.
Beggars in Erin. Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. May 1.
City Limits. A millionaire, ailing and tiring of wealth, falls in with two hoboes and enjoys life for a time. Frank Craven, Sally Blane, Ray Walker. Dir. Wm. Nigh. 70 mins. Rel. May 1. Rev. July 10.
City Park. Three men voluntarily become the guardians of a destitute young girl. Sally Blane, Henry B. Walthall, Matty Kemp, Johnny Herron. Dir. Richard Thorpe. Rel. May 15.
Cross Streets. Young doctor, flitted by the woman he loves, ruins his career, until daughter's college woman falls in love with him, years later. Rel. Jan. 22. Dir. Frank Strayer.
East of Eden. Jungle super thriller. 66 mins. Rel. Feb. 1.
Fifteen Wives. Three of a man's fifteen wives, are suspected of his murder. Conway Tearle, Raymond Hatton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 70 mins. Rel. July 10.
Forgotten Men. Collection of uncensored war film, taken from government archives of 14 warring nations. Rel. April 1.
Fugitive Road. Eric von Stroheim, Wera Engels, Leslie Fenton. Coming. Rel. Aug. 28.

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subsequent to that period should preserve a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in "Variety" carry the actual time clocks in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, "Variety" will appreciate the co-operation of all managers who may note discrepancies.

P P Reorg

(Continued from page 4)

approximately \$70,000,000 and that as a secured creditor his \$33,000,000 claim will in itself represent an important percentage of the total amount, being more than one-third of all debts Allied has reason to believe will be allowable. Company presumes its full claim of \$33,000,000 should be allowed because it is a secured creditor and totally different from any other class of creditors.

Allied has filed its petition in the U. S. District Court under consolidated proceedings for Paramount reorganization and asks the right to intervene generally in the reorganization. It also wants notice to be heard on all questions arising from reorganization and in order that proof of claim be given full force that all matters in connection therewith, including objections, be referred to a Special Master. The trustees of Allied, Stephen Callaghan, Percival E. Jackson and William M. Greve, signed the petition.

In it they cite that protection under a Par reorganization plan will be of vast importance to reorganization of Allied itself, declaring that 75% of all assets of Allied now is represented by what Par owes the company. Allied's own creditors look importantly to protection of Allied against P-P. Among other things, the trustees of Allied blame Par for the necessity of going into bankruptcy.

Going on record disfavoring reorganization of Par subsides by the Par trustees, Allied points out that not only are these subsides affected by the agreements Allied has with the parent company but are also liable for their execution.

The Allied petition goes into details in connection with the theatre purchase agreements it made with Par in 1927. Houses include three in Brooklyn (Paramount, Kings and Pitkin), the Valencia, Jamaica, L. I. and Par houses in Birmingham, Fremont, O. and Glens Falls, N. Y. Three theatres—the Jamaica house and the Kings and Pitkin, Brooklyn, were leased to Loew's after having been built for Par. Loew's is in arrears on rent on this trio.

Since Par went into bankruptcy and some leases were disaffirmed, new leasing and operating arrangements have been worked out. This included the deal from Sept. 1, 1933 to June, 1934, covering the Par, Brooklyn. The Extension Theatre Corp. was set up to operate the house, Allied controlling 50% of this company, Par 50%. Net receipts under the plan were equally divided between Allied and Par. Nothing is mentioned by Allied concerning a similar deal for the coming season.

In Birmingham, the Par trustees set up a subsidiary of their own to operate that theatre, with rent to Allied on a basis of 15% of the gross. A minimum annual rental of \$45,000 is guaranteed. In Glens Falls the Par trustees are similarly operating, with rent at 15% of the gross on a minimum of \$12,000 a year.

Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.
He Couldn't Take It. Inside story of a process server, who makes good, with his summons on a woman man. Ray Walker, Virginia Cherrill, George E. Stone. Dir. Wm. Nigh. 64 mins. Rel. Jan. 1.

House of Mystery. An archeologist returns to America from the Far East, with a curse on his head for his stolen wealth. Verna Hillie, Ed Lowry. Dir. Wm. Nigh. 61 mins. Rel. May 30.

In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lila Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 63 mins. Rel. May 1.

In the Money. A goofy family, suddenly broke, pin their hopes on a Shakespearean-minded prize fighting champion. Skeets Gallagher, Lola Wilson, Warren Hymer, Sally Starr. Dir. Frank Strayer. 67 mins. Rel. Jan. 16.

Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, George Little, John Harrington. Dir. Christy Cabanne. Rel. Oct. 1.

Lawless Valley. Western horse opera. Lane Chandler. Rel. May 1.

Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Wells. Dir. Joseph Santley. Rel. May 21.

Man from Utah. John Wayne western. 82 mins. Rel. July 1.

Manhattan Love Song. Two orphaned Park Avenue society deb sisters, forced to live in the slums, change places with their servants who go "society". Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30.

Money Means Nothing. Efforts of a poor clerk to make a go of marriage with an heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 31.

Murder on the Campus. Mystery with college background. Shirley Grey, Charles Starrett, J. Farrell McDonald. 69 mins. Rel. Feb. 6. Dir. Richard Thorpe.

Quitter. The. A father with the wanderlust returns home long enough to straighten out the affairs of his now grown-up sons. Barbara Weeks, Billy Bakewell, Charles Grapewin, Emma Dunn, Glen Boles. Dir. Richard Thorpe. Rel. March 12.

Rainbow Over Broadway. Musical romance of an ex-musical comedy star of twenty years before who makes a sensational, overnight comeback in a Broadway night club. Joan Marsh, Grace Hayes, Frank Albertson, Dickie Moore. Dir. Richard Thorpe. 72 mins. Rel. Jan. 15.

Road to Ruin. Innocent girl finds shame through ignorance and neglect of modern parents. Film on modern youth. Helen Foster, Paul Page, Nell O'Day, Glen Boles. Dir. Wm. Wallace Reid and Melville Shyer. 63 mins. Rel. Feb. 17. Rev. Feb. 20.

Stolen Sweets. High pressure insurance salesman falls for heiress and wins her via determined, rapid line of chatter route. Charles Starrett, Sally Blane, Johnny Harron, Jameson Thomas. Dir. Richard Thorpe. 73 mins. Rel. May 1.

Texas Tornado. (Kent). Texas Ranger cleans up the rustlers. Lane Chandler. Dir. Oliver Drake. Rev. March 6.

Throne of the Gods. Travel in the Himalayas. 55 mins. Rev. Dec. 27.

Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe Gray. Dir. Frank Strayer. 69 mins. Rel. May 15. Rev. May 29.

Woman's Man. Hollywood insider story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 63 mins.

Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

Studies: Burbank, Calif.
First National Office: 821 W. 44th St., New York, N. Y.
Seddie. Comedy-drama of a woman's doctor. Warren William, Jean Muir, Allen Jenkins. Dir. Robert Florey. 65 mins. Rel. Jan. 27. Rev. Mar. 15.

Big Shakedown. The. Dramatic expose of the cut-rate drug racket. Bette Davis, Charles Farrell, Ricardo Cortez. Dir. John Francis Dillon. 64 mins. Rel. Jan. 6. Rev. Feb. 5.

Circus Queen. The. Drama under the big tent with a winsome romance wound into hilarious situations. Joe E. Brown, Patricia Ellis, Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 30. Rev. July 17.

Dark Hazard. Edward G. Robinson as a whiplash racer. Genevieve Tobin, Glenda Farrell. Dir. Al Green. 60 mins. Rel. Feb. 3. Rev. Feb. 27.

Fashions of 1934. Story of a style steele set against a lavish background. Wm. Powell, Bette Davis, Verree Teasdale. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 23. Rev. Feb. 27.

Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Bette Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2. Rev. June 12.

Journal of a Crime. Drama by the French playwright Jacques Deval, and depicts the effect of a murder on a woman of fine instincts and delicate sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Dodd. Dir. William Keighly. 65 mins. Rel. March 16. Rev. May 3.

Mandala. Adventure in the Indies. Kay Francis, Lyle Talbot, Ricardo Cortez. Dir. Michael Curtiz. 65 mins. Rel. Feb. 10. Rev. Feb. 20.

Massacre. Drama of the modern Indian and his conflicts with the white men. Richard Barthelmess, Ann Dvorak. Dir. Allen Crosland. 70 mins. Rel. Jan. 12. Rev. Jan. 27.

Man with Two Faces. The. From the stage play, "Dark Tower." Edw. G. Robinson, Mary Astor. Dir. Archie Mayo. 73 mins. Rel. Aug. 3. Rev. July 17.

Merry Frinks. The. Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 24. Rev. July 17.

Midnight Alibi. Heart interest melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Alan Crosland. 69 mins. Rel. July 21. Rev. July 10.

Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Lyle Talbot, John Halliday. Dir. Robert Florey. 72 mins. Rel. April 7.

Return of the Terror. The. Mystery drama with plenty of heart interest. Mary Astor, Lyle Talbot, John Halliday, Frank McHugh. Dir. Howard Brethor. Rel. July 17. Rev. July 10.

Side Streets. Love drama based on an original story by Ann Garlick and Ethel Hill. Aline MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Al Green. Rel. June 30.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Ginger Rogers, Allen Jenkins, the Four Mills Brothers, Ted Floto and Band. Dir. Ray Enright. 90 mins. Rel. May 26. Rev. May 30.

Very Honorable Guy. A. Comedy from the story by Damon Runyon about a guy who always kept his promises. Joe E. Brown, Alice White, Robert Barrat, Alan Dinehart, Irene Franklin. Dir. Lloyd Bacon. 62 mins. Rel. May 26. Rev. May 30.

Wonder Bar. Dramatic musical spectacle laid amid the gay revelries of a fashionable Parisian night club. Kay Francis, Dick Powell, Dolores Del Rio, Al Joelson, Ricardo Cortez, Hal LeRoy, Guy Kibbee, Hugh Herbert, Ruth Donnelly, Phil D'Orsay. Dir. Lloyd Bacon. 84 mins. Rev. March 6.

Studio: Fox Mills, Hollywood, Cal.
Fox Office: 444 West 58th St., New York, N. Y.
All Men Are Enemies. Hugh Williams, Helen Twelvetrees. Dir. Geo. Fitzmaurice. 79 mins. Rel. April 20. Rev. May 29.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Charles Trevor, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.

Bottoms Up. Breaking into Hollywood with a fictitious pedigree. Spencer Tracy, (Miss) Pat Patterson, John Boles. Dir. David Butler. 85 mins. Rel. March 30. Rev. March 27.

Call it Luck. Daughter of a London cabby wins the Sweepstakes. Pat Patterson, Herbert Mundin. Dir. Jas. Tinlin. 65 mins. Rel. June 1. Rev. July 17.

Carolina. From Paul Green's stage play of last season. Janet Gaynor, Lionel Barrymore, Robert Montgomery, Henrietta Crossman. Dir. Henry King. 83 mins. Rel. Feb. 2. Rev. Feb. 20.

Change of Heart. From the story, "Manhattan Love Song." Janet Gaynor, Chas. Farrell, James Dunn, Ginger Rogers. Dir. John G. Blystone. 74 mins. Rel. May 15. Rev. May 29.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Drue Leyton. Dir. Geo. Hadden. Rel. June 29.

Coming Out Party. Original done by the Jasky unit. Frances Dee, Gene Raymond, Alvin Karpis. Dir. John Hyndson. 74 mins. Rel. March 9. Rev. March 20.

Constant Nymph (British Gaumont). British-made version of a "frustrated love." British cast. 94 mins. Rel. March 23. Rev. April 10.

Falls the Par. The old Par State House trader. Will Rogers, Louise Dresser. David Harum. Rel. New York. 82 mins. Rel. March 2. Rev. March 6.

David Tiger. Wild animal yarn made in Asia. Marion Burns, Kane Richmond. (Continued on page 27)

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★ BINNIE BARNES
★ KARLOFF
★ GRAHAM MCNAMEE
★ ALICE WHITE
★ VICTOR MOORE
★ HUGH O'CONNELL
★ STERLING HOLLOWAY
★ DOWNEY SISTERS
★ DOUGLAS FOWLEY
★ HELEN VINSON
★ ALEXANDER WOOLLCOTT

★ RUTH ETTING
★ PHIL BAKER
★ ETHEL WATERS
★ DOUGLASS MONTGOMERY
★ ROGER PRYOR
★ GENE AUSTIN
★ BELA LUGOSI
★ JUNE KNIGHT
★ ANDY DEVINE
★ GUS ARNHEIM'S ORCHESTRA
★ HENRY ARMETTA
★ BEAL STREET BOYS
★ WINI SHAW
★ CANDY AND COCO
★ SURPRISE PERSONALITY

Story by Jerry Wald and Phil Epstein. Screenplay by Rian James. Produced by Carl Laemmle, Jr. Directed by Karl Freund. Presented by CARL LAEMMLE.

IT'S MUSICOLOSSAL!

GIFT OF GAB

CALENDAR OF CURRENT RELEASES

(Continued from page 25)

mond, Harry Woods and natives. Dir. Clyde E. Elliott. 60 mins. Rel. Feb. 16. Rev. Feb. 13.

Ever Since Eve. Country boy likes New York. George O'Brien. Dir. Geo. Marshall. 72 mins. Rel. Feb. 9. Rev. April 3.

Frontier Marshal. The familiar theme of the unknown cleaner-up. George O'Brien. Dir. Lew Seiler. 66 mins. Rel. Jan. 13. Rev. Feb. 6.

Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. 73 mins. Rel. July 13. Rev. July 24.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 27.

Heart Song. British made with Lillian Harvey and Mady Christians in the east. Erlich Towner production. Dir. Frederick Hollander. 81 mins. Rel. April 27.

Hold That Girl. Original story. James Dunn, Claire Trevor. Dir. Hamilton MacFadden. 65 mins. Rel. Feb. 16. Rev. March 27.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Bolea. Dir. Irving Cummings. 68 mins. Rel. Feb. 23. Rev. April 11.

Murder in Trinidad. Mystery story from Vandercor's novel. Nigel Bruce, Heather Angel. Dir. Louis King. 74 mins. Rel. April 6. Rev. May 29.

Now I'll Tell. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 29.

Orient Express. Mystery on railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. 72 mins. Rel. Jan. 12. Rev. March 6.

Scandals. Staged by George White on the lines of his revue. Rudy Vallee, Alice Fay, Jimmy Durante. Dir. Geo. White, Harry Lachman. 75 mins. Rel. March 16. Rev. March 29.

She Learned About Sailors. Navy romance in Shanghai and Los Angeles. Alice Fay, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. 82 mins. Rel. July 6. Rev. July 31.

She Was a Lady. Mystery on Twelveteers. Robert Young. Dir. John Blystone. Rel. July 20. Rev. July 31.

Sleepers East. From the novel by Fredk. Nebel. Wynne Gibson, Preston Foster. Dir. Kenneth MacKenzie. 69 mins. Rel. Jan. 26. Rev. Nancy 19.

Springtime for Henry. From Benn Levy's stage play. Otto Kruger, Nancy Carroll, Bruce, Heather Angel. Dir. Frank Tuttle. (Lasky produced). Rel. May 25.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froos. Dir. Hamilton MacFadden. 80 mins. Rel. May 4. Rev. April 24.

Such Women Are Dangerous. From the story, "Odd Thursday." Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jas. Flood. 81 mins. Rel. May 3. Rev. June 12.

Three on a Honeymoon. Love affairs on an ocean liner. Sally Eilers, John Mack Brining. 65 mins. Rel. March 23. Rev. May 8.

Wild Gold. John Bolea, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 31.

World Moves On. The. A love story which covers a century. Madeleine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Special. Rel. July 2.

Freuler Associates Office: R.K.O. Bldg., New York, N. Y.

Kiss of Araby. Original. Saraha story of British army and Riff, with love interest. Maria Alba, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. April 21.

Love Past Tense. A woman's struggle against the lure of youth for the man she loves. Alice Tringle, Theodor von Eltz, Gertrude Messinger, Phyllis Barry. Dir. Vin Moore. 73 mins. Rel. Jan. 27.

Gaumont-British Office: 226 West 42nd St., New York

Along Came Sally. Comedy musical. Cicely Courtneidge. Dir. Tim Whelan. 70 mins. Rel. June 15. Rev. June 19.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rosson. 70 mins. Rel. June 15. Rev. June 19.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 22.

Ghosts. The Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 14. Rev. April 2.

It's a Boy. Comedy. E. E. Horton, Leslie Henson. Dir. Tim Whelan. 71 mins. Rel. June 1. Rev. June 12.

Just Smith. Mystery comedy by Lonsdale. Tom Walls, star and director. 70 mins. Rel. April 13. Rev. April 24.

Orders in the Private Car. Mystery thriller in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 1. Rev. May 8.

Prince of Wales. Newscast compilation of British heir's life. 60 mins. Rel. April 19. Rev. April 2.

Woman in Command. Backstage story with music. E. E. Horton, Cicely Courtneidge. 70 mins. Rel. May 15. Rev. June 5.

Majestic Office: RKO Bldg., Radio City New York City

Morning After. The. A merry mix-up of international spy systems. Ben Lyon and Sally Eilers. Dir. Jan. 1.

Scarlet Letter. The Hawthorne's dramatic classic. First sound filming. Colleen Moore and Hardie Albright. Dir. Robert Vignola.

Unknown Blonde. From the novel "Collusion." The divorce racket. Edward Arnold, Helen Jerome Eddy. Dir. Robert Henley. 61 mins. Rel. March. Rev. May 15.

Studios: Culver City, Calif. Metro Office: 1540 Broadway, New York, N. Y.

Cat and the Fiddle. The. From the successful musical play by Jerome Kern and Otto Harbach. Ramon Novarro, Jeannette MacDonald, Frank Morgan, Charles, Jean Harlow, Vivienne Segal. Dir. William K. Howard. Rel. Feb. 15. Rev. Feb. 20.

Ekismo. Love and hate in the ice lands. Native cast. Dir. W. S. Van Dyke. Roundhouse length. 120 mins. Rel. Jan. 13. Rev. Nov. 21.

Fugitive Love. The. Montgomery and Madge Evans as the lovers in a story most of whose action takes place on a transcontinental bus. Nat Pendleton, C. Henry Gordon, Ruth Selwyn. Dir. H. Boleslavsky. 84 mins. Rel. Jan. 6. Rev. Jan. 15.

Hollywood Party. All star musical film. 65 mins. Rel. June 11. Rev. May 29.

Laughing Boy. Ramon Novarro in the title role. Based on the Pulitzer prize winning novel by Oliver La Farge. Lupe Velez. Dir. W. S. Van Dyke. 75 mins. Rel. May 20. Rev. May 15.

Lazy River. Story of the shrimp fisheries among the Cajuns in the Louisiana bayou country. Ramon Novarro, Robert Young, C. Henry Gordon. Dir. George Seitz. 77 mins. Rel. March 16. Rev. April 10.

Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 93 mins. Rel. May 4. Rev. May 8.

Men in White. Petrification of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Harlow. Dir. H. Boleslavsky. 72 mins. Rel. April 6. Rev. May 1 and June 12.

Murder in the Private Car. Mystery thriller with most of the action on a train. Chas. Ruggles, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. June 29. Rev. July 19.

Mystery of Mr. X. Based on the Crime Club novel by Philip MacDonald. Robert Montgomery, Elizabeth Allan, Lewis Stone. Dir. Edgar Selwyn. Rel. Feb. 23. Rev. Feb. 27.

Operator 13. Based on the last novel of the late Robert W. Chambers. Marion Davies, Gary Cooper. Dir. Richard Dix. 85 mins. Rel. June 8. Rev. June 19.

Paris Interlude. Based on the play, "All Good Americans." Madge Evans, Una Merkel, Otto Kruger, Robert Young. Dir. Edw. L. Martin. 72 mins. Rel. July 7. Rev. July 31.

Queen Christina. Greco as the seventeenth century queen who was brought up as a boy. Lewis Stone, Ian Keith, Elizabeth Young. Dir. Rouben Mamoulian. 99 mins. Rel. Feb. 9. Rev. Jan. 2.

Rip Tide (Opposing Forces Within Women). An American girl marries into English life after disappointment and disillusionment. Norma Shearer, Robert Montgomery, Herbert Marshall, Mrs. Pat Campbell. Dir. Edmund Goulding. Rel. March 23. Rev. April 3.

Sadie McKee. Based on the novel by Vina Delmar. John Crawford, Franchot Tone. Dir. Clarence Brown. Rel. May 14. Rev. May 22.

Showoff. The. Old stage play of a con artist who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Hirsch. 75 mins. Rel. March 9. Rev. March 20.

Stamboul Quest. Spy story. Myrna Loy, Geo. Brent. Dir. Sam Wood. 85 mins. Rel. July 15. Rev. July 17.

Tarzan and His Mate. Further adventures of the characters created by Edgar Rice Burroughs. Johnnie Weissmuller, Maureen O'Sullivan. Neil Hamilton. Dir. Cedric Gibbons. Rel. March 30. Rev. April 24.

Thin Man. The. Murder mystery from Dashiell Hammett's novel. Wm.

Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. July 2.

This Side of Heaven. Domestic drama from a novel. Lionel Barrymore, Fay Holden, Mae Clarke, Una Merkel, Tom Brown. Dir. Wm. K. Howard. 75 mins. Rel. Feb. 1. Rev. Feb. 13.

Viva Villa. Wallace Beery portrays the famous Mexican character, Pancho Villa. Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 7. Rev. April 17.

You Can't Buy Everything. Story of a domineering old woman. May Robson, Jean Parker, Lewis Stone. Dir. C. H. Roisner. 72 mins. Rel. Jan. 26.

Studios: 6048 Sunset Blvd., Hollywood, Cal. Monogram Office: R. K. O. Building, Rockefeller Center, N.Y.C.

Beggars in Erin. Bankrupt steel man organizes a mendicant's trust. Lionel May 1. Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Feb. 22. Rev. May 1.

Blue Steel. John Wayne, Eleanor Hunt. Dir. R. N. Bralbury. A Lone Star Western. 64 mins. Rel. May 10.

City Limits. Ray Walker, Sally Bane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 79 mins. Rel. May 1. Rev. July 10.

Girl of the Limberlost. A. Gene Stratton-Porter story. Marian Marsh, Ralph Morgan, Louise Dresser. Dir. Christy Cabanne.

Happy Landings. Ray Wacker, Jacqueline Wells. 52 mins. Rel. Sept. 1.

Heater, The. From novel by Robert Herrick. Dir. Reginald Barker.

House of Mystery. The. Verna Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. April 30.

Jane Eyre. Charlotte Bronte's classic. Colin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 15.

King Kelly of the U. S. A. Broxy reporter puts small, outmoded kingdom on a paying basis. Guy Robertson, Irene Ware. Dir. Leonard Fields.

Loudspeaker. The. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1.

Lucky Texan. The. Western story of a man accused of the murder of his pal. John. 56 mins. Rel. Jan. 23. Rev. Feb. 13.

Man from Utah. The. (Lone Star.) Utah cowboy exposes rodeo racket and wins the sheriff's daughter. John Wayne, Polly Ann Young. Dir. R. N. Bralbury. 65 mins. Rel. May 15.

Moonstone. The. Wilkie Collins story of disappearance of famous gem. David Manners, Phyllis Barry. Dir. Reginald Barker. Rel. Aug. 20.

Monte Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 20.

Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 24.

Mystery Line. Josh Beery, Astrid Alwyn. Dir. William Nigh. 62 mins. Rel. March 15. Rev. April 10.

Manhattan Love Song. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. 72 mins. Rel. April 30.

Randy Rides Alone. (Lone Star.) John Wayne, Albert Vaughn. Dir. R. N. Bralbury. 65 mins. Rel. June 15.

Shock. Ralph Forbes, Gwellaan Gill, Munroe Owsley. Shell-shock victim returns from World War, falls in love with the wife he had married just before going. But his wife's husband is unknown and his identity is re-established. Dir. Roy Pomeroy. 66 mins. Rel. Aug. 1.

Sixteen Fathoms Deep. Sponge diver's romance. Sally O'Neill, Creighton Chaney, Russell Simpson, Maurice Black. Dir. Armand Schaefer. 59 mins. Rel. Jan. 1. Rev. Jan. 2.

Star Packer. The. (Lone Star.) John Wayne, Verna Hillie. Dir. R. N. Bralbury. 64 mins. Rel. July 30.

West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire, John. N. Bralbury. 62 mins. Rel. May 10.

Woman's Man. Hollywood inside story. John Halliday, Wallace Ford, Marguerite de la Motte. Dir. Edward Luddy.

Studios: 5851 Marathon St., Hollywood, Calif. Paramount Office: 1501 Broadway, New York, N. Y.

All of Me. From the stage play, "Chrysalis." Freddie March, Miriam Hopkins. Geo. Raft. 70 mins. Rel. Jan. 25. Rev. Feb. 4.

Bolero. Story of a gigolo who started in Hoboken. Geo. Raft, Carole Lombard, Sally Rand. Dir. Wesley Ruggles. 82 mins. Rel. Feb. 23. Rev. Feb. 20.

Come On Marines. Marine corps rescues a shipwrecked girls' seminary. Richard Arlen, Ida Lupino, Roscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 23. Rev. March 27.

Death Takes a Holiday. Death takes a holiday to learn of life. From the play by E. E. Kessel. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 79 mins. Rel. March 30. Rev. Feb. 27.

Double Door. Thriller story of a dominant old maid. Mary Morris, Evelyn Venable, Kent Taylor. Dir. Chas. Vidor. 75 mins. Rel. May 4. Rev. May 8.

Eight Girls in a Boat. Love in a girl's school. Douglas Montgomery, Gary Johnson. Dir. Rich. Wallace. 85 mins. Rel. Jan. 5. Rev. Jan. 16.

Elmer and Elsie. Truck driver and the president of a piano concern both prove to be the same. Fredric March, George Raft, Frances Fuller, Roscoe Karns, Nella Walker. Dir. Gilbert Pratt. Rel. July 27.

Four Frightened People. Mixed quartet in the jungle. Claudette Colbert, Herbert Marshall, Mary Boland, Wm. Gargan. Dir. Cecil de Mille. Rel. Jan. 16. Rev. Jan. 30.

Good Dame. Fredric March on a carnival lot. Sylvia Sidney. Dir. Marion Gering. 72 mins. Rel. Feb. 16. Rev. March 20.

Great Flirtation. The. Stage story by Gregory Ratoff in which an egotistical matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 26.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Haley, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 19.

His Double Life. (Dowling.) Light comedy. Lillian Gish, Roland Young. Rel. Jan. 12. Rev. Jan. 23.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his glory. Adolphe Menjou, Elissa Landi. Dir. Ralph Murray. Rel. June 22.

It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 29.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin, Helen Mack and the Wampas Baby Stars. Dir. Harlan Thompson. Rel. July 13. Rev. July 17.

Ladies Should Listen. Parisian telephone girl helps a South American millionaire. Cary Grant, Frances Drake, Ed. Everett Horton. Dir. Frank Tuttle. 61 mins. Rel. Aug. 3. Rev. July 31.

Last Roundup. The western with a Zane Grey title and a new story. Randolph Scott, Monte Blue, Barbara Adams, Fred Kohler. Dir. Henry Hathaway. 60 mins. Rel. Jan. 26. Rev. May 15.

Little Miss Marker. Damon Runyon story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Dell, Chas. Bickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 1. Rev. May 22.

Many Happy Returns. Burns and Allen at their dizziest. With Guy Lombardo, Joan Marsh. Dir. Norman McLeod. 65 mins. Rel. June 8. Rev. June 12.

Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. Ruggles, Mary Boland. Dir. Norman McLeod. 75 mins. Rel. April 30. Rev. April 3.

Miss Gable's Bab. Is Stolen. Farceful play. Dorothea Wieck, Alice Brady. Dir. Alex. Hall. 67 mins. Rel. Jan. 12. Rev. Jan. 23.

Murder at the Vanities. From the Earl Carroll stage production. Murder backstage. Carl Brisson, Victor McLaglen, Jack Oakie, Kitty Carlisle. Dir. Mitchell Leisen. 96 mins. Rel. May 11. Rev. May 22.

No Nine Woman. The. Stage story of a woman who seduces a doctor. Evelyn Lowe, McLaglen, Sally Bane. Dir. Al Rogell. 73 mins. Rel. Feb. 23. Rev. March 6.

Notorious Sophie Lang. Story of international Jew thieves. Gertrude Michael, Paul Cavanagh. Dir. Ralph Murphy. 69 mins. Rel. July 29. Rev. July 30.

Old Fashioned Way. The. W. C. Fields, Joe Morrison, in a road show in the U. S. Baby LeRoy, Judith Allen. Dir. Wm. Beaudine. 69 mins. Rel. May 11. Rev. July 17.

Private Scandal. Suicide which is decided to be a murder because none of the witnesses dares his own exposure to scandal. Zasu Pitts, Phillips Holmes, Ned Sparks, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11. Rev. June 9.

Search for Beauty. The. Pseudo-physical training yep to display winners in Par's international beauty contest. Buster Crabbe, Ida Lupino, Tony Wong, Jas. Gleason. Dir. Eric Kenton. 77 mins. Rel. Feb. 2. Rev. Feb. 6.

She Made Her Bed. Show hit story about a brutal animal trainer. Rich Arlen, Sally Eilers, Robert Armstrong. Dir. Ralph Murphy. Rel. March 9. Rev. July 17.

Shoot the Works. A denatured "The Great Magoo." Jack Oakie, Ben Bernie, Dorothy Dell. Dir. Wesley Ruggles. Rel. June 29. Rev. July 10.

Six of a Kind. The. Humors of a share-exchanges trip. Chas. Ruggles, Mary Boland, W. C. Fields, Geo. Burns, Gracie Allen, Allan Stewart. Dir. Wm. C. Fields. 60 mins. Rel. Feb. 9. Rev. Feb. 13.

Thirty Days a Princess. Obscure actress plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Gering. 75 mins. Rel. May 14. Rev. May 15.

(Continued on page 24)

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HIGH FIDELITY

Studio Placements

Hollywood, Aug. 6.
George Breckent, 'Great Expectations', U.
Irene Hervey, 'Dude Ranger', Atherton.
Henry Travers, 'Ready for Love', Par.
Henry Hull, Phillips Holmes, 'Great Expectations', U.
Judith Kandel, scripting untitled original, Col.
Henry B. Walthall, 'Lemon Drop Kid', Par.
Alma Moran, 'Six-Day Bike Rider', WB.
Alma Tell, 'Imitation of Life', U.
Crauford Kent, 'Crimson Romance', Mascot.
C. Aubrey Smith, Etienne Girardot, Russell Hilt, Nan Gray, 'Firebird', WB.
Donald Crisp, 'What Every Woman Knows', Metro.
Cora Sue Collins, 365 Nights in Howwood, Fox.
Mike Simmonds, scripting 'I Love You Only', Col.
Frank Tuttle, directs 'Here is My Heart', Par.
Vince Barnett, in short, Educational.
Harry C. Bradley, 'Kid's Millions', U.
Doris Lloyd, 'Dangerous Corners', RKO.
Mrs. Wallace Reid, directs 'Women Must Dress', Mono.
Earl Baldwin, added dialog, 'Six-Day Bike Rider', WB.
F. Hugh Herbert, scripting 'Traveling Saleslady', WB.
Tom Buckingham, treating 'Contentment', WB.
E. E. Farnore, scripting 'Pennies', Fox.
Lee Cordova, production manager, 'Footprints', Conn.
Frederic F. F. 'Firebird', WB.
Colin Tapley, 'Lives of Bengal Lancer', Par.
Hewah Bondi, Trent Durkin, Esther Howard, Ralph Romley, Charles E. Arnt, 'Ready for Love', Par.
George Billings, Rieca Allen, 'Pursuit of Happiness', Par.
Hazel Flitt, George Meeker, 'Broadway Bill', Col.
Gilbert Emery, Robert Warwick, 'Night Life of the Gods', U.
Spencer Charters, 'Firebird', WB.
Jimmy Burles, 'Sequoia', MG.
Olaf Hytten, Horace Cooper, 'What Every Woman Knows', MG.
Claude King, Theodore Von Eltz, Guy Usher, 'Charlie Chan Carries On', Fox.
Tom Reed, scripting 'Case of Curious Bride', WB.
Felix Raucourt, 'Marie Galante', Fox.
Sid Saylor, Leroy Mason, 'Dude Ranger', Atherton.
Eddie Arnold, 'Biography of a Bachelor', MG.
George Hill, directs untitled film, MG.
Dorothy Christy, 'What Ladies Dream', U.
Maurice Black, 'Wake Up and Dream', U.
Carlissa Selwynne, 'Biography', MG.
Tito Carlo, 'Marie Galante', Fox.
Patricia Farr, 'Dude Ranger', Atherton.
Leigh Jason, directs shorts, Educational.
William Faversham, DeWitt Jennings, 'Rendezvous at Midnight', U.
James Burke, 'Orchids and Onions', Col.
Tiffany Thayer, collaborating, 'Are Men Worth It?', Par.
Hobe Erwin, sets designer, 'Little Minister', RKO.
Mayvov Vorkapich, special effects, 'David Copperfield', MG.
Louise Long, Ethel Doherty, scripting westerns, Par.
Mah, Ivy, of 'Eskimo', leads in 'Typee', MG.
Captain Cornelius Williams, collaborating, 'Man from Headquarters', Mascot.
Norman Foster, 'State vs. Eleanor Norton', Fox.
Frances Drake, John Lodge, 'Ménace', Par.
Charles Barton, directing 'Ménace', Par.
George Nichols, directing 'Anne of Green Gables', RKO.
Valerie Hobson, 'Mystery of Edwin Drood', U.
Helen Stevens, 'Wake Up and Dream', U.
Jane Wyatt, Francis L. Sullivan, 'Great Expectations', U.
G. P. Huntley, Jr., 'What Ladies Dream', U.
Wyndham Standing, Franklyn Pangborn, Noel Francis, Walter Walker, Nita Lane, 'Imitation of Life', U.
Forrester Harvey, Muriel Kirkland, Rafael Ottiano, Harry Cording, Emily Naylor, Douglas Wood, 'Great Expectations', U.
Nancy Carroll, 'Girl Friend', Col.
Pat O'Hara, Eve Harrower, 'What Every Woman Knows', MG.
Frank Lawton, 'David Copperfield', MG.
Charles Coleman, 'Richest Girl in World', RKO.
Margaret Seddon Kewpie Morgan, Marie Wilson, 'Babes in Toyland', Hoach.
Helen Bent, Bobby Cox, 'Eagles Brood', Hoyt.
Jan Hunter, 'Present for Margate', WB.

(Continued on page 29)

CALENDAR OF CURRENT RELEASES

(Continued from page 27)

Trumpet Blows. The. George Raft becomes an amateur bull fighter. Geo. Raft, Adelaide Menjou, Frances Drake. Dir. Stephen Roberts. 68 mins. Rel. April 13.

We're Not Dressing. Comedy of shipwrecked royalty. Bing Crosby, Carole Lombard, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman Taurog. 80 mins. Rel. April 27.

Witching Hour. The. Augustus Thomas plays a murder innocently caused by hypnosis. Sir Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 65 mins. Rel. April 27.

Wharf Angel. Romance in San Francisco of 1907. Victor McLaglen, Dorothy Eld, Edw. C. Meneses. 65 mins. Rel. March 16.

You Belong to Me. Story state with Helen Mack, Lee Tracy. Dir. A. L. Walker. Rel. July 27.

You're Telling Me. Fields as a small town garage man. W. C. Fields, Leon March, Buster Crabbe, Adrienne Ames. Dir. Eric Kenton. 65 mins. Rel. April 6.

Principal Office: 1270 Sixth Ave., New York, N. Y.

Ferocious Pal. Kanza, the dog, in a thrilling mystery-melodrama of the sheep-raising country. Ruth Sullivan and Robert Manning. Dir. Spencer Morgan. 64 mins. Rel. Feb. 1.

Fighting to Live. Captain, the dog, and Lady, his mate, in a story based on a true incident in their lives. Mary Shilling and Gaylord Pendleton. 58 mins. Rel. May.

Little Damsel. The. A famous detective of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther. Judith Wood. Dir. John Robertson. Rel. April 27.

Studies: Hollywood, Calif. Office: R.K.O. Bldg., Radio City, N.Y.C.

Afterdoz (tentative title). A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 17.

Allen Corn. Talented young musician realizes after a series of disappointing love affairs that love and a career won't mix and chooses career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward H. Griffith. Rel. July 23.

Bachelor Ball. The story of a matrimonial agency run by a timid young man and the gangsters who try to make it into a racket. Stuart Erwin, Pert Kelton, George Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. July 20.

Cockeyed Cavaliers. A costume story with Bert Wheeler and Robert Woolsey. Thea Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 29.

Crime Doctor. A famous detective of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther. Judith Wood. Dir. John Robertson. Rel. April 27.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests to the sea. For Max Baer, Richard Dix, Billy Blackmer, Polly Moran, Ned Sparks. Dir. Paul Sloane. Rel. Aug. 3.

Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. John Tuckock and George Nicholls. 70 mins. Rel. May 4.

Keep 'Em Rolling. One man's life-time devotion to his loyal army horse. Walter Huston, Frances Dee, Robert Shayne, Frank Conroy. Dir. George Archibald. Rel. March 2.

Hat, Coat and Glove. A murder story of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Led, Barbara Robbins. Dir. Worthington Miner. 64 mins. Rel. May 4.

Hips, Hips, Hoorsay. Musical girl show. Bert Wheeler, Robert Woolsey, Ruth Etting, Dorothy Lee, Thea Todd, George Meeker, Phyllis Barry. Dir. Mark Sandrich. Rel. Feb. 2.

His Greatest Gambler. A father in prison for murder, escapes in order to save his daughter from her disreputable mother. Richard Dix, Dorothy Wilson. Dir. John Robertson. 70 mins. Rel. Aug. 10.

Let's Try Again. After ten years of married life, a couple decide to try new life. Claude King, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 61 mins. Rel. June 6.

Life of Vergil Winters. The. A woman's devotion for a man which causes her to leave her life of his life so that he may become a great statesman. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22.

Long Lost Father. Story in a London night club. John Barrymore, Helen Ford. Dir. Ernest B. Schoedack. 62 mins. Rel. Jan. 15.

Lost Patrol. The. A detachment of British soldiers lost on the Mesopotamian desert are attacked by unseen Arabs with dramatic results. Boris Karloff, Victor Jory, Wallace Ford, Reginald Denny, Alan Hale. Dir. John Ford. Rel. Feb. 18.

Man of Two Worlds. An Eskimo, his illusions shattered by a glimpse of London civilization, returns to his own people and is brought back to reality by his infant son. Francis Lederer, Elaine Landi, Henry Stephenson, Walter Byron, Stefania D., J. Farrell Macdonald, Sarah Padden. Dir. J. Walter Ruben. 92 mins. Rel. Feb. 3.

Meaning of Life. A farce-comedy in the life of the security guard. Zasu Pitts, El Brendel, Pert Kelton, James Gleason. Dir. Rich. Schayer. 61 mins. Rel. Jan. 12.

Murder on the Blackboard. A school teacher helps unravel a murder which takes place in a room. John Boles, John Lodge, George Archainbold. 72 mins. Rel. June 15.

Of Human Bondage. A poignant story of a man who faces life as a pariah. Leslie Howard, Fietje Davis, Reginald Denny, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 27.

Sing and Like It. Gangster backs a Broadway show and makes use of good reviews by furnishing special 'escorts' for each reviewer. Zasu Pitts, Pert Kelton, Henry Harrison, Henry Bellamy, Henry Bellamy, William Selter. 69 mins. Rel. April 20.

Splitfire. A powerful story which deals with a beautiful mountain 'witch' whose naive, tenacious and personality combine wickedness and immaturity. Katharine Hepburn, Robert Montgomery, Richard Dix, Martha Sleeper, Sidney Toler, Louis Mason, Sara Haden. Dir. John Cromwell. Rel. March 30.

Stingaree. Notorious Australian bandit of the 'Robin Hood' type with a heart for the things of life. Irene Dunne, Charles Bickford, Henry Bellamy, Teale, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 25.

Strictly Dynamite. A poet becomes a gag writer for a famous radio comic. Jimmy Durante, Arline Velez, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 11.

Success at Any Price. Ruthless business man finds love at last. Douglas Fairbanks Jr., Jean Moore, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 8.

Success Story. The ruthless rise to power and wealth of a boy of the New York telemeter district. Douglas Fairbanks Jr., Colleen Moore, Genevieve Tobin, Frank Morgan, J. Walter Ruben. Rel. March 8.

This Man Is Mine. To preserve her marriage, a young girl virtually buries her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Kay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13.

Two Alone. An orphan girl and a young boy who escaped from a reformatory fall in love and try to escape the inhuman farmer who keeps them enslaved on his farm. Jean Parker, Zasu Pitts, Tom Brown, Arthur Owen, Billie Burke, Alan Ladd, Henry Bellamy, William Selter, Emerson Tracy. Dir. Elliott Nugent. Rel. Jan. 1, 1934.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William A. Seiter. Rel. May 8.

Where Sinners Meet. An eloping couple have a break-down in their car and spend the night in an unusual hotel where the host, a philosopher, shows them the error of their ways. Claude King, Diana Wynyard, Reginald Owen, Billie Burke, Alan Ladd, Henry Bellamy, J. Walter Ruben. 68 mins. Rel. May 18.

Wild Cargo. Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck. Dir. Amand Denis. Rel. April 6.

United Artists Office: 727 Seventh Ave., New York, N. Y.

Affairs of Cellini. The. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray. Rel. Aug. 3.

Born to Be Bad. Story of a woman apparently destined by circumstances to be always wicked in spite of herself. Loretta Young, Cary Grant, Paul Douglas. Rel. March 18.

Buildup Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young. Warner Oland, Charles Butterworth. U. A. Merckel. July 20.

Catherine the Great. The story of Russia's greatest ruler. Douglas Fair-

banks, Jr., Ellenbeth Bernger, Flora Robson, Griffiths Jones. Dir. Paul Canner. 93 mins. Rel. April 13.

Count of Monte Cristo. The. The famous romantic old classic of the French politician's struggle with his adversaries. Robert Donat, Eileen Landi, Louis Lefkowitz. Dir. Howard V. Lee.

Gallant Lady. An unwed mother who pays the price of silence in order to be near her child. Dir. Gregory La Cava. Ann Harding, Olive Brock, Otto Kruger, Loretta Young. 82 mins. Rel. Jan. 5.

House of Rothschild. The. The story of the great Jewish financial houses. George Arliss, Robert Karloff, Loretta Young. Dir. Alfred Werker. 94 mins. Rel. April 6.

Last Gentleman. The. Shrewd and elderly multimillionaire cleverly foils the plans of his children to elude his money away. George Arliss, Eileen Landi, May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. (No date set.)

Looking for Trouble. Thrills in the lives of telephone linemen, with a couple of side stories. Spencer Tracy, Jane Cooke, Constance Cummings, Arline Judge. Dir. Wm. Wellman. 77 mins. Rel. March 9.

Moulin Rouge. A talented wife proves her ability by a clever impersonation of the life of the Moulin Rouge. Constance Bennett, Franchot Tone, Tullio Carmellini. 70 mins. Rel. Jan. 19.

Nana. Adapted from the Zola novel with Sam Goldwyn's new star, Anna Sten, Phillips Holmes, Mae Clarke, Lionel Atwill, Rich. Bennett. Dir. Dorothy Arzner. 87 mins. Rel. Mar. 2.

Our Daily Bread. Disinclined folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor.

Palooka. The son of a prizefighter follows in his father's footsteps. Dir. Benjamin J. W. J. Jimmie Durnante, Stuart Erwin, Lupe Velez. Rel. Jan. 25.

Private Life of Don Juan. Somebody insinuates to the great legendary lover that all his conquests really didn't love him—so he gathers them around and puts to question to the test. Douglas Fairbanks, Marie Oberon, Benita Hume, James Lanchester. Dir. Alex. Korda. (No date set.)

Sorrell and Son. An epic of the love between father and son. H. B. Warner, Peter Penrose, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 20.

Studios: Universal City, Calif. Office: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Leila Hyams, Patricia Ellis, Onslow Stevens, Lillian Bond. Dir. Edwin L. Marion. 70 mins. Rel. May 14.

Beloved. Musical. John Boles, Gloria Stuart. Dir. V. Scherling. Rel. Jan. 28.

Boy Mail. Edmund Lowe Production. Dir. Ed. Marin. Rel. Jan. 1.

Black Cat. The. Mystery. Karloff, Bela Lukos, David Manners. Dir. Edgar Wilmer. 70 mins. Rel. May 1.

Countess of Monte Cristo. Drama. Fay Wray, Paul Lukas, Paul Page, Carole Lombard, Richard Owen. Rel. March 18.

Cross County Cruise. Comedy-drama. Lew Ayres, June Knight, Alice White, Dir. Eddie Buzzell. 73 mins. Rel. Jan. 15.

Crosby Case. The. Comedy. Wynne Gibson, Onslow Stevens, William Collier. Rel. March 3.

Embrassing Moments. Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 9.

Glamour. Comedy-drama. Constance Cummings, Paul Lukas. Dir. William Wellman. Rel. April 9.

Half a Sinner. Drama. Joel McCrea, Sally Blane, Buster Churchill. Dir. Kurt Neumann. 70 mins. Rel. April 30.

Honor of the Range. Western. Ken Maynard. Dir. Alan James. 60 mins. Rel. April 16.

Her First Love. Comedy. Summerville-Pitts. Dir. Wm. Wyler. Rel. Aug. 2.

Horse Play. Comedy. Summerville-Devine. Dir. Ed. Sedgwick. Rel. Nov. 27.

I Give My Love. Drama. Wynne Gibson, Paul Lukas. Dir. Carl Freund. 67 mins. Rel. July 25.

I Like It That Way. Musical. Rodger Pryor, Gloria Stuart. Dir. Harry Lachman. 70 mins. Rel. Feb. 12.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Fryer. Dir. Ed. Sedgwick. 75 mins. Rel. April 16.

Let's Be Ritz. Comedy. Lew Ayres, Leila Hyams, Paula Gils, Frank McHugh, Isabelle Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26.

Let's Talk is Over. Comedy-drama. Chester Morris, Mae Clarke, Frank R. McKelvey, Jr. Dir. Kurt Neumann. 67 mins. Rel. June 11.

Little Man, What Now? Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Borzage. 87 mins. Rel. June 4.

Love and Captivity. Drama. Nils Asther, Gloria Stuart. Dir. Max Marcin. 61 mins. Rel. May 21.

Love Birds. Comedy. Slim Summerville, Zasu Pitts. Dir. Wm. Selter. 60 mins. Rel. March 12.

Madame Spy. Drama. Fay Wray, Nils Asther. Dir. Carl Freund. 70 mins. Rel. April 23.

Midnight. Drama. Sidney Fox, Henry Hull, O. P. Heggie. Dir. Chester E. Erskine. Rel. Jan. 22.

Myrt and Marge. Musical. Myrtle May, Donna Domerli, Eddie Foy, Jr., Ted Healy, Grace Hayes, J. Farrell Macdonald. Dir. Al. Bronsberg. 66 mins. Rel. Dec. 1.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. Rel. July 23.

Romance in the Rain. Comedy-drama. Roger Fryer, Victor Moore and Heather Angel. Dir. John Ford.

Smoking Guns. Western. Ken Maynard. Rel. June 11.

Poor Rich. The. Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 75 mins. Rel. Feb. 26.

Uncertain Lady. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Carl Freund. Rel. April 23.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19.

Studios: Burbank, Calif. Office: 321 W. 44th St., New York, N. Y.

As the Earth Turns. Epic in the romance of American life and a revelation of the character of the New England farmer taken from the story of Gladys Hasty Carroll. Jean Muir, Donald Woods, Dorothy Peterson. Dir. Alfred Hitchcock. 73 mins. Rel. July 21.

Dr. Menica. Drama of woman who tries to help her hubby's girl friend. Kay Francis, Warren William, Jean Muir, Verree Teasdale. Dir. William Keighley. 63 mins. Rel. June 23.

Easy to Love. A farce. Adolphe Menjou, Genevieve Tobin, Mary Astor, Guy Kibbee, Edward Everett Horton. Dir. William Keighley. 61 mins. Rel. Jan. 20.

Friends of Mr. Sweeney. Comedy-drama of the browbeaten husband who is a victim of his own newspaper. Charles Bickford, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 68 mins. Rel. July 7.

Gambling Lady. Based on the drama by Doris Malloy of a gambling lady who is a victim of her own husband's gambling. Barbara Stanwyck, Joe McKerr, Pat O'Brien, Claire Dodd. Dir. Archie Mayo. 66 mins. Rel. March 31.

Harold Teen. Illarious comedy romance which brings to life on the screen the characters of Carl Ed's comic strip. Hal LeRoy, Rochelle Hudson, Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 66 mins. Rel. April 7.

Heat Lightning. Thrilling romance of desert love and hate, based on the Broadway play by Leon Abrams and George Abbott. Aline MacMahon, Ann Dvorak, Lyle Talbot, Preston Foster. Dir. Mervyn LeRoy. 63 mins. Rel. March 3.

Here Comes the Navy. Comedy-drama of a job that tried to break the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 88 mins. Rel. July 21.

He Was Her Man. Action melodrama of the girl who double-crossed herself in love when her first came back. James Cagney, Joan Blondell, Frank McHugh. Dir. Harold Traub. Rel. Lloyd Bacon. 70 mins. Rel. June 16.

Hi, Nellie. Comedy-drama of a newspaper 'love' columnist. Paul Muni, Gladys Hasty Carroll, Kathryn Berkman. Dir. Mervyn Le Roy. Rel. Jan. 20.

I've Got Your Number. Rowdy, rollicking story of the telephone trouble hunter who finds it. Joan Blondell, Pat O'Brien. Dir. Kay Enright. 67 mins. Rel. Feb. 4.

Jimmy the Gent. Illarious comedy romance based on the story by Laird Reed, which reveals a new kind of racket. Hal LeRoy, Dorothy Peterson, Betty Davis, Allen Jenkins. Dir. Michael Curtiz. 67 mins. Rel. March 17.

Key. The. Fiction for boys while the Rinn Pein and the Black and Tan create a trouble from the London stage success. Key, William A. Seiter, John Ford, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with comedy twist. Jacques Del Rio, Reginald Owen, Osmond Perkins, Verree Teasdale, Victor Jory, Dorothy Fere, Helen Lowell. Dir. William Dieterle. Rel. July 14.

Merry Wives of Reno. Comedy-farce of the Reno divorce mill in action. Margaret Lindsay, John Woods, Guy Kibbee, Glenda Farrell, Hugh Herbert and Frank McHugh. Dir. H. Bruce Humberstone. 64 mins. Rel. May 12. Rev. June 12.

Modern Hero. A. Based on the novel by Louis Bromfield, opening with the gay romance of circus life and carrying the hero through tremendous financial battles and a chain of industry. Richard Barthelmess. 70 mins. Jean Muir, Marjorie Rameau, Verree Teasdale, Dir. G. W. Pabst. Rel. April 21. Rev. April 24.

Personality Kid. The Fast moving melodrama of the hum and bummer that turns into a real winner to wit: Pat O'Brien, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Alan Crosland. Rel. July 14.

Smarty. Comedy of the wife who wanted to commute between husbands. Joan Blondell, Warren William, Edward E. Horton, Frank McHugh and Claire Dodd. Dir. Robert Florey. 64 mins. Rel. May 26.

Upperworld. Drama by Ben Hecht dealing with a millionaire's adventures with a chorus girl. Warren William, Mary Astor, Ginger Rogers, Dickie Moore. Dir. Roy Del Ruth. 70 mins. Rel. April 28. Rev. May 29.

Miscellaneous Releases

Are We Civilized? (Huspin). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. July 15.

Ariane. (Blue Ribbon). British made story of a woman who pretends sophistication to win her love. Elizabeth Bergner, Percy Marmont. Dir. Paul Canner. 80 mins. Rel. April 1.

Badge of Honor (Mayfair). Buster Crabbe in a original outdoor picture. Dir. Spencer Bennet. 62 mins. Rel. April 15. Rev. May 29.

Beyond Bengal (Showmen). Animal picture with narrative. 65 mins. Rel. May 15. Rev. May 22.

Big Race, The. (Showmen). Race track story. Boots Mallory, John Darrow. Dir. Fred Newmeyer. 62 mins. Rev. March 6.

Blue Steel. (Blue Star). John Wayne Western. Dir. R. N. Bradbury. 54 mins. Rel. July 7.

Chasers (Liberty). Paroled convicts find out through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 65 mins. Rev. May 15.

Cross Streets (Invisible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rev. July 10.

Dancing Man. Gigolo story. Reginald Denny, Judith Allen. Dir. Al Ray. 64 mins. Rel. July 7.

Drums of Voodoo (International). All-Negro cast in screen version of stage play 'Louisiana'. Dir. Arthur Hoerl. 70 mins. Rel. May 7. Rev. May 15.

Enlighten Thy Daughter. (Exploitation). Warning to parents. Remade from a silent. 75 mins. Rel. May 15.

Found Alive. (Ideal). Jungle story. Barbara Bedford, Maurice Murphy. Dir. Chas. Hutchinson. Rel. Feb. 10. Rev. April 17.

Guilty Parents. (Joy Lee Kay). Sex education story. Jean Lacy, Glen Boles. Dir. Jack Lee Kay. 53 mins. Rev. April 10.

Hired Wife. (Triangle). Man hires a bride to get a fortune and falls in love with her. Greta Niesen, Weldon Heyburn. Dir. Geo. McElford. 60 mins. Rev. March 13.

Lost Jungle, The (Mascon). Circus-Jungle story. Clyde Beatty, Dir. Armand Schaefer. 55 mins. Rel. June 19.

Love Past Thyself. (Monarch). Aged prior rejuvenation for a faded fiancée. Annetta Fringie, Theodor von Eltz, Phyllis Barry. Dir. Vin. Moore. 60 mins. Rev. March 13.

Moth. The. (Showmen's). Sally O'Neill astray in New Orleans. Dir. Fred Newmeyer. 64 mins. Rel. Jan. 12. Rev. April 17.

Marriage on Approval. (Monarch). In which a girl gets married in the first reel and finds it out in the last. Barbara Kent, Donald Dillaway. Dir. Howard Higgin. Rev. Jan. 9.

Picture Bride (Allied). Story of the Brazilian diamond mines. Dorothy Mackall. 64 mins. Rel. Jan. 12. Rev. April 17.

Trapeze. (Protex). Anna Sten's first German picture, dubbed in English. 65 mins. Rel. Feb. Rev. Feb. 20.

Unknown Soldier Speaks. (The Lincoln). War clips with a new angle. 70 mins. Rel. May 29.

What's Your Name? (Showmen). Familiar gangster frameup. Regis Tooney, Noel Francis. Dir. Fred Guio. 60 mins. Rel. Jan. 1. Rev. March 6.

White Heat (Seven Seas). Love on an Hawaiian plantation. Virginia Cherrill, May Leno, David Newell. Dir. Lois Weber. 60 mins. Rel. June 19.

Wine, Women and Song. (Chadwick). Lilian Tashman's last picture. Backstage story. Lilian Tashman, Lew Cody. Dir. Leon D'Urseau. 64 mins. Rev. March 27.

Woman Unafraid. (Goldsmith). Story of a policewoman. Lucille Gleason, Skeets Gallagher. Dir. W. J. Cowen. 68 mins. Rev. April 24.

World in Revolt (Mentone). News clips with comment by Graham McNamee. 69 mins. Rel. Rev. June 12.

Foreign Language Films

(Note: Because of the slow movement of foreign films, this list covers one year of releases.)

(Most of these available with English titles.)

Adieu Les Beaux Jours (Fr.) (Ufa). Greek romance. Brigitte Helm. Dir. Andre Beuler and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 1.

Airplane (Ger.) (Capitol). Tent tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. April 15.

Bettelstuden. (Ger.) (General). (Op.) Operetta. Dir. Viktor Jansson. 80 mins. Rel. Oct. 15.

Blonde Christi. (Ger.) (Bavaria). Musical. Karin Hardt. Dir. Franz Seitz. 70 mins. Rel. April 17.

Broken Shoes (Russ.) (Amkino). Child reaction to politics. Anti-Hitler. Dir. Margarita Barskaya. 80 mins. Rel. March 15. Rev. April 3.

Chalutzim (Hebrew) (Acme). First talker made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.

Ciudad de Carten. (La Sp.) (Fox). Drama of marital relations. Antonio Moreno, Cathleen Barrard. Dir. Louis King. 70 mins. Rel. Feb. 15.

Crown of Thorns (Kinetradre) (Ger.) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.

Cruz V. La Espada. (La Sp.) (Fox). Historical romance. Jose Mojica. Dir. Frank Brayer. 70 mins. Rel. March 15.

Deux Orphelins. (Fr.) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

Das Muejeres y un Don Juan (Sp.). Romantic comedy. Dir. Jose Buchs. 80 mins. Rel. June 1.

Dream of My People. (The Jewish) (Faistlich). Silent traveling of Palestine with recollections of Herzl. Dir. Jos. Fox. 60 mins. Rel. Feb. 15.

Ein Gewisser Herr Gran (Ger.) (Capitol). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

Ein Toller Einfalt (Ger.) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wicke. Dir. Kurt Gerron. 70 mins. Rel. May 15.

Eine Stadt Steht Kept (Ger.) (Capitol). Farce. Dir. Gustav Grunigera. 70 mins. Rel. Jan. 15.

Eines Prinzen Junge Liebe (Ger.) (Ufa). Romantic comedy. Willy Fritsch. Dir. Artur Robinson. 80 mins. Rel. March 15.

En Glas Gutt (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brunius. 70 mins. Rel. Nov. 1.

Enemies of Progress (Ruan) (Amkino). Last of the Czarist generals. Dir. Berensyev. 85 mins. Rel. Jan. 15. Rev. Jan. 15.

Es Wird Schon Wieder Besser (Ger.) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerron. 65 mins. Rel. Jan. 1.

Feldherrnhueten (Ger.) (Bavaria). Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.

Frau Lehman's Tochter (Ger.) (General). Melodrama. Hansi Niese. Dir. Karl Heinz Wolff. 82 mins. Rel. Oct. 15.

Fraulein-Falsch Verbunden (Ger.) (Capitol). Musical comedy. Trude Berner. Dir. R. W. Emmer. 70 mins. Rel. Jan. 15.

Frechdachs. (Ger.) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Galavortstellung. (Ger.) (General). Mystery comedy with music. Max Adalbert, the Fratellinis. Dir. Friedrich Leich. 87 mins. Rel. Dec. 1.

Gehetzte Menschen (Ger.) (Filmclouche). Drama of father love. Dir. Friedrich Feher. 70 mins. Rel. June 1.

Geld Regiert die Welt (Ger.). Domestic comedy. Gustav Freeshlich. Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 1.

Girls in Uniform (dubbed English) (Ger.) (Filmclouche). Dorothea Wicke and Hertha Paul. 70 mins. Rel. March 15.

Glueckszylinder. (Ger.) (Capitol). Hearing house romance. Felix Brenser, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

Heideschmelzer Uwe Karsten (Ger.) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heinz Wolff. 70 mins. Rel. April 15.

Hell on Earth (Ger.) (Garrison). (dialog in five languages). Horrors of war. Dir. Viktor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 6.

Heilscher. (Ger.) (General). Farce. Max Adalbert. Dir. Eugen Thiele. Rel. 1.

Hochtourist. (Ger.) (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeltner. 70 mins. Rel. Jan. 15.

Ich Glaube Nie Mehr an Eine Frau (Bavaria) (Ger.). Life of a sailor. Richard Tauber. Dir. H. Reichmann. 80 mins. Rel. Oct. 1. Rev. Oct. 24.

Inge und die Millionen (Ger.) (Ufa). Romantic crook drama. Brigitte Helm. 65 mins. Rel. April 15.

In the Land of the Soviets (Rus) (Amkino). Newsreel compilation of past year. 65 mins. Rel. July 1.

In Wien Ham Ich Einmal Ein Maedel Geiebt (Ger.). Military musical. Dir. Fritz Schenfelder. 70 mins. Rel. May 15.

Iza Neal (Hung). Produced, written by and starring Sari Fedek. 80 mins. Rel. June 1.

Juarez V. Maximiliano (Sp.) (Col). Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1.

July 14 (Protex) (French). Sentiment to music. Annabell. Dir. Rene Clair. 75 mins. Rel. Oct. 15. Rev. Oct. 24.

Kara Siakten (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.

Lachende Erben (Ger.) (Ufa). Farce. Max Adalbert. Dir. Max Ophuis. 77 mins. Rel. Nov. 15.

Laughter on the Svalbard (Yiddish) (Worldkino). From a Sholem Aleichem novel. Dir. G. Critcher. 78 mins. Rel. Nov. 15. Rev. Nov. 21.

Liebe Muss Verstanden Sein (Ger.) (Ufa). Comedy drama with music. Dir. Hans Steinhoff. Rel. March 15.

Luegen auf Ruegen (Ger.) (General). Farce. Otto Wallburg. Dir. Viktor Frank Seitz. 75 mins. Rel. Feb. 1.

Meisterdetektiv. (Ger.) (Bavaria). Mystery satire. Weiss Ferdi. Dir. Frank Seitz. 75 mins. Rel. Feb. 1.

Melodia Prohibida (Sp.) (Fox). Musical fantasy. Jose Mojica. Dir. Frank Seitz. 75 mins. Rel. March 15.

Milady (General) (French). Sequel. Three Musketeers. Dir. Henri Darny. 120 mins. Rel. Sept. 1. Rev. Sept. 12.

Mile. Nitouche (French) (Protex). Charming love story. Raimu. Dir. Chas. David. 80 mins. Rel. Nov. 15.

Mej Wujaski z Ameryki (Polish) (Capitol). Musical comedy. 120 mins. Rel. Oct. 15.

Mother (Rus) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1. Rev. June 5.

Mutter Der Kompagnie. Die (Ger.) (Bavaria). Military farce. Weiss-Ferdi. Dir. Robert Seidman. 80 mins. Rel. March 1.

Oder der Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halaham. 65 mins. Rel. May 15.

Parade Reserwistow (Polish) (Capitol). Military musical. Dir. Michael Waszynski. 75 mins. Rel. May 1.

patriots. The (Rus) (Amkino). Dir. B. Barnett. 80 mins. Rel. Sept. 15.

Petteren z Ameryki (Swedish) (Scandinavian). Comedy drama with music. Dir. Per-Axel Branner. 80 mins. Rel. Feb. 15.

Prokurator (Pol). Tense court drama. Dir. M. Waszynski. 80 mins. Rel. May 15.

Quick, Keenig der Clowns (Ufa) (Ger). Comedy. Lillian Harvey, Hans Albers. Dir. Robert Seidman. 80 mins. Rel. Dec. 1.

Roman Einer Nacht (Ger.) (Bavaria). Romantic mystery. Liane Haid. Dir. Carl Boese. 70 mins. Rel. June 15.

S. A. Mann Brand (Ger.) (Bavaria). Nazi propaganda. Dir. Frantz Seitz. 65 mins. Rel. May 15.

Sang der Schier German (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rel. Dec. 15. Rev. Dec. 20.

Sans d'un Poete (Fr.) (Rico). Jean Cocteau's idea of modern films. 60 mins. Rel. Nov. 1. Rev. Nov. 7.

Schickel der Renate Langen (Ger.) (General). Domestic drama. Mady Christian. Dir. Robert Seidman. 80 mins. Rel. Oct. 15.

Simple Tailor (Rus) (Amkino). Drama of Jewish life. Silent with sound track. Dir. V. Vilner. 70 mins. Rel. Feb. 15.

Sobre Las Oas (Mex.) (Latino). Historical romance. Dir. Ramon Peon. 70 mins. Rel. March 15.

Serment. Le (Fr.) (Protex). Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 1. Rev. March 20.

Sohn Der Weissen Berge (Capitol) (Ger.). Alpine drama. Luis Trenker, Renate Mueller. Dir. Mario Bonnard. 75 mins. Rel. Oct. 15.

Sombra de Beche Villa (Sp.) (Col). Life of the Mexican bandit chief. Dir. Miguel Torres. 70 mins. Rel. March 1.

Spy. The (Polish) (Capitol). Drama. 80 mins. Rel. March 1.

Stern von Valencia. Der (Ger.) (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zeltner. Rel. April 15.

Storch Hat Uns Getraut. Der (Ger.) (General). Lil Dagover. Dir. Herman Koster. 80 mins. Rel. March 15.

Tannenbun. (Ger.) (European). Military drama. Hans Stuewe. Dir. Heinz Paul. 85 mins. Rel. March 15.

Tante Quert Kommandiert (Ger). Romantic comedy. Hansi Niese, Max Adalbert. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1.

Taucher der Regiments. Die (Ger.) (General). Military musical. Anny Ondra. Dir. Karl Lamac. 70 mins. Rel. April 1.

Trenck (Ger.) (General). Military drama. Dorothea Wicke. Dir. Hans Paul. 70 mins. Rel. April 15.

Und es Leuchtet die Puzza (Ger.) (Ufa) Musical romance. Wolf Albach-Retty. Dir. Heinz Hille. 80 mins. Rel. Jan. 15.

Unsere Fahne Flattert Uns Voran (Ger.) (Ufa). Hitler propaganda. Heinrich Heide. Dir. Carl Heinz Wolff. 70 mins. Rel. July 1.

Verkaute Braut (Ger.) (Kinetradre). Smetana's operetta diluted. Jamila Novotna. Dir. Max Ophuis. 80 mins. Rel. April 15. Rev. May 1.

Vi Som Gar Kokavagen (Swedish) (Scandinavian). Musical. Rel. April 15.

Volga Volga (Fr.) (dubbed English) (Kinetradre). Adventure of a Cossack. Robin Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 20.

Wandering Clouds (Ger.) (Amkino). (Yiddish). Terror of Hitler regime. Ben Ami. Dir. George Rolland. 70 mins. Rel. Oct. 15. Rev. Oct. 24.

Wie Mann Maenner Fesselt (Ger.). Franziska Gaal. Musical comedy. Dir. Carl Boese. 75 mins. Rel. May 15.

Wie Sag Ich Meinen Mant (Ger.) (Ufa). Farce. Renate Mueller. Dir. Reinhold Schunzel. 80 mins. Rel. Jan. 15.

Wenn Die Liebe Mode Macht (Ufa) (Ger). Comedy with music. Renate Mueller. Dir. Frank Wenzler. 80 mins. Rel. Nov. 1.

Key to Address

Acme, 56 East 14 St.
Amkino, 723 Seventh Ave.
Bavaria Film, 489 Fifth Ave.
Blue Ribbon Picta, 154 W. 55th.
Capitol Film, 630 Ninth Ave.
Embassy Film, 723 Seventh Ave.
European Film, 154 West 55th.
Filmclouche, 405 Madison Ave.

Garrison Films, 723 Seventh Ave.
General Foreign Sales, 728 7th Ave.
Jewish American, 630 Ninth Ave.
Kinetradre, 723 Seventh Ave.
Protex Trading, 42 E. 58th.
Edward Ricci, 66 Fifth Ave.
Kaleidoscope Film, 190 20 Ave.
Scandinavian Films, 220 W. 42d.
Ufa, 723 Seventh Ave.
Worldkino, 1501 Broadway.

Contracts

Hollywood, Aug. 6
Metro took up option on Robert Livingston, actor, for six months 'Arranged through his agents, Bernard McKeljohn and McCall.
Jack Mulhall has signed with Radio for four shorts.
Universal has lifted option on Binnie Barnes to make two next year.
Willis Kent took up option on Reb Russell, who now starts his second 'new deal' western.
Metro picks up option on Irene Hervey, who has been at studio a year.

Story Buys

Hollywood, Aug. 6
John Miler, member Paramount publicity staff, has sold his story, 'Wild Bill Hickok', to William Keiser, who will produce for stage right market.
Paramount has bought 'Kay Oke', mug tale by Sophie Kerr, and 'Such a Lovely Couple', by P. Huch Herber, both yarns intended for Charlie Ruggles and Mary Boland.

Title Changes

Hollywood, Aug. 6
'Serenade', changed to 'Love Time', Fox.
'Secret of the Chateau' for 'Rendezvous at Midnight', U. Later handle now goes on story 'Ethiopia remembered' 'Silver Fox' 'Wanted' rechristened 'Tuesdays', Fox.

Studio Placements

(Continued from page 28)

Zelda Sears, treating 'Wicked Woman', MG.
Nacio Herb Brown, Arthur Freed, music, 'Love While You May', MG.
Rowland Leigh, Eve Greene, music, 'Love While You May', MG.
Isabelle Coffey, 'College Rhythm', Par.
Mare Connelly, scripting, 'London Larry', MG.
George V. Mason, Victor Heerman, treating, 'Salute, There Goes Romance', MG.
Martha Merrill, untitled film, WB.
Will Geer, 'Great Expectations', U.
Virginia Karn, 'Babes in Toyland', Roach.
Fred Guio, directing untitled short, RKO.
Norman Krasna, scripting own original, 'Romance in Manhattan', Stephen S. Roberts, directing, 'Romance in Manhattan', RKO.
William Neill, directs, 'Til Fix It', Col.
Leroy Mason, 'Dude Ringer', Atherton.
Micheleto Burani, 'Enter Madame', Par.
Gene Markey, additional scripting, 'Pursuit of Happiness', Par.
Robert Watson, technical adviser, 'Lulu', Minister, RKO.
George Hassell, Paul Kaye, 'Night Life of the Gods', U.
Alma Chester, Henry Hall, 'Dude Ringer', Atherton.
Charles Francis, 'What Every Woman Knows', MG.
Boyd Irwin, 'What Ladies Dream', U.
Alice White, Jack LaRue, 'Secret of the Chateau', U.
Marjorie Main, 'Music in the Air', Fox.
Frank Melton, '365 Nights in Hollywood', Fox.
Henry B. Walthall, 'Bachelor of Arts', Fox.
Dick Goldstone, screen play, 'Wind', MG.
Alice Lake, 'Death on Diamond', MG.
Willie Fung, Samuel Hines, Edward Brophy, 'Sequoia', MG.
Charlie Rogers, Ferdinand Munier, 'Babes in Toyland', Roach.
Harry Richmond, 'Georgianna', Col.
Rosemary Ames, 'Til Fix It', Col.
Phil Ormsby, 'Painted Veil', MG.
Austin Rankin, 'The Many Sins of a Loving Man', RKO.
collaboring, 'Friend from Margate', WB.
Rufus King, treating 'I Murdered a Man', U.
Don Anderson, writing original, U.
Jo Graham, scripting 'House of Rensens', Col.
Roger Fryer, 'Orchids and Onions', Col.
Jack Mintz, gagging 'College Rhythm', Par.
William Slavens McNutt, Humphrey Pearson, 'Ruggles of Red Gap', Par.
Bobby Vernon, gagging 'The Range', Par.
Louise Lewis, dialog, 'Vanishing Pioneer', Par.
Ethel Doherty, dialoging 'Code of the West', Par.
Howard J. Green, J. P. McEvoy, rewriting scenes, 'Lemon Drop Kid', Par.
Harry Ruskin, gagging, 'Ready for Love', Par.
Dan Van Every, scripting, 'Dad's Day', Par.
George Marion, Jr., Jane Stone, scripting, 'Big Broadcast of 1935', Par.
Arthur Sieren, co-directs 'Dangerous', Par.
Mitchell Leisen, directs 'Menace', Par.
Lambert Hillyer, writing original, Col.
Schumate, rewriting 'Police Ambulance', Col.
O. P. Heggie, 'Ann of Green Gables', RKO.
Kitty Carlisle, 'Here's My Heart', Par.
Dick Hemming, Lillian Worth, Bill Irving, Billy Mann, A. R. Haydel, Dick Rocco, 'Orchids and Onions', Col.
Maud Trux, Isabel La Mal, Harrison Green, Harry Holman, 'Captain Hates the Sea', Col.
Alma Hale, Peggy Leon, William H. Strauss, Rita Ross, Tony Martelli, Phyllis Crane, Broadway Bill, Col.
Noble Johnson, Lives of Bengal Lancer, Par.
Franklin Ardell, Fred Stanley, James C. Curtis, David Loring, 'Ready for Love', Par.
Cosh Henry, Lucille La Verne, Frank McGlynn, William Frawley, Dick Alexander, Louis Mason, 'Kentucky Kernels', RKO.
Edward Cooper, 'Richest Girl', RKO.
Cecil Weston, 'Dangerous Corners', RKO.
John Russell, scripts 'Sea Girl', RKO.
Wallace Fox, directs 'Sea Girl', RKO.
George E. Stone, 'Secrets of the Chateau', U.
Maurice Karkhan, Jackie Searle, Elly Mayton, George Barrand, 'Great Expectations', U.
Ferdinand Gottschalk, William Fawcettman, Helen Ware, De Witt Lee, 'The Love of the King', U.
John H. Strassner, 'Secrets of the Chateau', U.
John H. Strassner, 'Secrets of the Chateau', U.
John H. Strassner, 'Secrets of the Chateau', U.

FREE-SLEININGER SEEK STANDARDIZED PRACTICES ON STATION MERCHANDIZING

Work Out Point System to Stop Unreasonable Sponsor Demands—Fixed Scale Tells Advertisers What to Expect, and No More

Chicago, Aug. 6. To standardize a service without definite rules and regulations the special representative firm of Free & Sleininger has worked out a system for radio merchandizing by stations. It outlines bluntly just what each advertiser may expect in marketing co-operation from Free & Sleininger stations.

Under the uniform plan an advertiser knows just what will be given in merchandising assistance for each advertising dollar. Stations, under the F.&S. plan, are committed to give back to the advertisers a certain percentage of the revenue received on the rate card.

Uniform plan eliminates the double-cross bargaining and promises between stations and representatives under which the advertiser can play one station against the other. In many cases in the past the stations were giving out almost as much in merchandising as received in revenue from the sponsor.

No Order-Taking

Schedule covers eight major classifications of merchandising, listing the unit value of each item, the advertiser being entitled to one unit of merchandising value for each dollar spent on station time. Stations also agree to supply additional service at extra cost but state that in no case will they solicit or take orders for the advertiser's product.

Plan of the Free & Sleininger unit system is as follows:

(1). Supply advertiser with wholesale and retail lists of specific classifications, such as grocers, drug stores, etc.

(2). Mail out letters and/or printed matter to the trade, station to furnish own letterheads, if desired, and to furnish mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay for postage and furnish printed matter.

(3). Make cross section surveys of the retail trade, such as checking the sale, distribution, and standing of advertiser's product and competitive product, in local trading area. (Advertiser to pay necessary traveling expenses for personal calls more than 20 miles from station).

(4). Introduce advertiser's salesmen to key buyers, such as department stores, chain stores and wholesalers.

(5). Arrange for use of window displays (advertiser to furnish material).

(6). Distribute counter displays and cards. (Advertiser to furnish material).

(7). Make personal calls on jobbers, chain store buyers, department store buyers, and leading retailers, informing them of future campaign and how they will benefit by it.

(8). Arrange audition of program for important local outlets. (Advertiser to pay any necessary talent costs).

(9). Per person attending audition

.....10 units.

.....10 units.

.....10 units.

.....10 units.

.....10 units.

.....10 units.

LIBEL IN FRANCE

\$75 Awarded for Radio Attack on Forecaster

Paris, July 28.

First radio libel verdict in this country awarded \$75 to Henri Claudel, a weather predictor of Bourges, from Dr. Pierre Gilbert, who broadcast a personal attack on Claudel from the regional station of Clermont.

Claudel and Gilbert had differences of opinion on broadcasting, and accused each other of monopolizing the Verzon mike. At one time, it was said in court, they nearly came to blows.

One day when Claudel was dining with friends while the radio receiver was turned on he heard a personal attack on himself, in Gilbert's voice, come out of the speaker. Hence the suit.

GOVT. INQUEST-ON EDUC. TIME

Washington, Aug. 6.

Investigation of question of reserving time for educational, cultural and social broadcasts will be launched Oct. 1 by Federal Communications Commission. Notice was given last week that hearings will be held on proposal to allocate by statute fixed percentages of facilities to various kinds of non-profit enterprises.

Commission is required by new communications law to report by Feb. 1, 1935, on this question, which arose when the law was under consideration and is outgrowth of fight by Paulist Fathers of New York for additional broadcasting opportunities.

WBBM, WCCO, KMOX Set Up Stephenson in N. Y. As Special Spot Rep.

Chicago, Aug. 6.

Three midwest Columbia stations, WBBM, KMOX and WCCO, are setting up their own special representative in New York to work with the Radio Sales organization. Bob Stephenson, who has been handling spot stuff for Radio Sales in Chicago besides doubling as assistant sales manager of WBBM, goes into New York to handle the berth.

Stephenson will transfer about Aug. 15. Nobody yet picked to replace him in the Wrigley building.

Binyon in Radio

Claude Binyon will do the continuing for Bing Crosby when the latter resumes his Woodbury contract on CBS Sept. 18.

Program will include comedy blackouts with the cast surrounding Crosby made up of screen specialists in this field. Discussions are now on for Mitzel Green to make a batch of broadcasts in Crosby's support.

Binyon is a motion picture scenarist under contract to Paramount studio Hollywood.

MacAlister Very Ill

San Francisco, Aug. 6.

Charles MacAlister, NBC character actor, is seriously ill at St. Luke's hospital with a bum ticker that is so bad his medical won't allow visitors.

Another NBC'er hospitalizing is Nanette LaSalle (Mrs. Harry Sarkin) who is in Mt. Zion awaiting a blessed event.

Preston-WBBM Split

Chicago, Aug. 6.

Walter Preston has resigned from the Columbia-WBBM organization. He is slated to move into an independent post with an out-of-town station.

Preston was formerly head of the WBBM program department and lately chief of the Artists' bureau. He had been with WBBM about five years.

NBC, SAN FRANCISCO, HOLDS 9 ACCOUNTS

San Francisco, Aug. 6. NBC's sales department came through with flying colors this week when it clinched eight important renewals and is ready to close the ninth, the Richfield Reporter newscast.

Landed Borax Co. to continue its "Death Valley Days," Nestle's Milk to renew Will Aubrey twice weekly; Wheatena to start up "Wheatena-ville" on Aug. 27, with Tom Hutchinson again producing and starring; Ovatione to revive "Orphan Annie" on Oct. 1 after a summer layoff; Swift's twice weekly and Schlitz's special once weekly on Al Pearce's show; Pabco products on Women's Magazine of the Air, and Folger coffee to sponsor Lee S. Roberts thrice weekly beginning Sept. 18.

Richfield Reporter, with Sam Hayes spelling, likely will be renewed in Los Angeles this week or next.

Father Coughlin's Own 28-Station Network Starts Oct. 21, Weekly

Chicago, Aug. 6.

Father Coughlin is returning to his own network, and again with his own network. Starts on Oct. 21 for a weekly Sunday session from 4 to 5 New York time.

Has set 28 stations. With local KYW moving to Philadelphia, Father Coughlin has picked up the Ralph A. Tamm station in Gary, WIND. Will also go into Milwaukee on WTMT. Will be on NBC owned or operated transmitter.

THAVTU AUDITIONS

Chicago, Aug. 6.

Thavtu and band at the Fair, last week started auditions for a series of three sponsors who are dickering for the orchestra.

Three sponsors are understood to be American Bank, Kingsbury Beer and Dr. Scholl.

Newscasting Highly Competitive In St. Paul; Air Scoops Regularly

St. Paul, Aug. 6.

With the Minneapolis Journal hitting the air every evening at 6:05 for 10 minutes over WCCO in a news-dispensing program by the Journal Commentator, a la Edwin C. Hill, and the Minneapolis Star shooting out its news "bulletins" directly from the Star offices over WCCO at 7:40 a.m. 1:45 A.M. daily, the newscasting situation here is rapidly becoming highly competitive.

KSTP has long been leading the fight for independence in newscasting, its prez and gen. mgr., Stan Hubbard, being one of the keynotes in the organization of Radio News Association, Inc. This station leads the battling order hereabouts in scoring consistent beats against all other news-gathering agencies combined.

Now comes WTGN, owned and operated by the St. Paul Dispatch and Minneapolis Tribune, inaugurating minute news flashes, "presenting" (in the rag's own words)

Chain Income from Time Sales

NBC

	1934	1933	1932	1931
January	\$2,373,923	\$1,869,885	\$2,635,447	\$2,026,860
February	2,197,297	1,742,784	2,571,609	1,924,778
March	2,473,400	1,997,465	2,864,783	2,164,414
April	2,368,118	1,690,177	2,649,892	2,195,880
May	2,472,594	1,662,887	2,305,448	2,101,525
June	2,182,742	1,512,139	2,081,466	1,931,155
July	1,864,420	1,370,993	1,825,432	2,027,975
Total	\$15,932,494	\$11,846,328	\$16,934,078	\$14,372,607

CBS

	1934	1933	1932	1931
January	\$1,405,948	\$941,465	\$1,348,842	\$692,114
February	1,377,823	884,977	1,319,414	750,621
March	1,524,904	1,016,102	1,436,050	1,110,526
April	1,371,601	775,489	1,354,592	1,076,103
May	1,255,887	624,256	1,326,944	1,065,352
June	925,939	553,056	815,830	1,057,230
July	(withheld)	445,414	591,183	877,366
Total	\$5,240,759	\$3,292,855	\$6,129,312	

NBC Grosses Big \$1,864,420 in July; Columbia Won't Reveal Its Figures 'Cause NBC Combines Its Totals

CRAIG REPEATS

Again Authorizing and Producing Rexall's 15-Min. Programs

Walter Craig will again write and produce the semi-annual series of five special 15-minute shows which United Drug (Rexall) uses twice a year for its 1c sales. Talent for the pending series will include Frank Black orchestra, Annette Hanshaw, Songsmiths and Edward Neil, Jr. Craig had the Rexall job both during and since his connection with World Broadcasting.

Program will use three announcers, Basil Ruyssdael, Fred Uital and Milly June. Besides the 1c sale idea a supplementary merchandising stunt originally incorporated in the programs by Craig will again be used. This is the so-called "Magic Hour" under which Rexall drug stores one hour a day during the big push have shelf-clearing bargains.

Joan Loch, Sailor

Philadelphia, Aug. 6.

Joan Loch, former WCAU staff gal and local sob-sister, has left here for a vagabond voyage around the world. Miss Loch and a group of friends chartered the Furness liner, the Silver Wainut, for a tour that will furnish material for a non-fiction novel and series of radio shows next winter.

Plan is to broadcast to America via short-wave en route. She is carrying an official envoy letter from Cordell Hull.

What started out as a petty peeve has developed into a real mad between the NBC and Columbia sales promotion departments. Last week the CBS faction became so provoked at the NBC statistical coterie that it refused to release Columbia's July gross from time sales. These figures, it vowed, wouldn't let out until Columbia has computed what NBC's red and blue links add separately for the same month.

Recriminations between the two sales promotion departments started last winter when NBC found that the Columbia monthly gross was consistently higher than the red's total. NBC sales promotion boys agreed that under such circumstances comparisons were odious, if not embarrassing, with the result that the monthly breakup of the red and blue loops became an inside secret. Columbia burned at this move, but NBC refused to budge, even going so far as to instruct Denny's Advertising Records not to give CBS the red and blue figures should they be requested.

After Columbia had been leading the red for seven months, the tables turned in May and the NBC carnal trail resumed top position. This status continued through June, but NBC stood pat in its determination to keep the red and blue breakup from being made known to the trade.

Particularly actuating Columbia in its stand on not revealing its July total is the belief that the breakup will show CBS again leading the red.

NBC last month grossed \$1,864,420, exceeding the levels that prevailed for July in 1933 and 1932. In July, '31, the red and blue loops combined did \$2,027,975. Compared to 1933 last month's tally represented a boost of 36%.

As Columbia is in the midst of a deep pot, Variety has no figures from that web.

TWO-WEEK EXIT PAY TO STRIKE VICTIMS

San Francisco, Aug. 6. NBC is paying salaries to musicians Clyde Doerr and Charles Hart and 11 musicians in lieu of two weeks' notice, which the chain deemed unnecessary when sharp and flatters walked out in the recent general strike and in retaliation were not rehired.

After talking it over with union heads, however, network decided to pay the musicians for two weeks, but not to use them on any programs.

Nestle's 52 and Quit

Nestle is folding its Friday night affair on NBC with the Sept. 7 broadcast.

Exit date rounds out a year's run in behalf of the chocolate manufacturer for Walter O'Keefe and Ethel Shutta.

Hubbard a Commodore

St. Paul, Aug. 6.

Stanley E. Hubbard, v.p. and gen. mgr. of KSTP and an ardent yachtsman, will act as commodore of the fleet of 25 yachts which will escort President Franklin D. Roosevelt from Wabasha (Minn.) to Winona Wednesday (8) afternoon.

Appointment of Hubbard was made by Gregory Gentling, general chairman of the American Legion citations committee at Rochester.

ROTARY AS AIR SPONSOR

Internat'l Series a Big City Yawn But Tank Towns Got Plenty Excited

Good Gulf isn't decided on what it will do for its Sunday night entertainment over NBC after the two remaining international broadcasts it has scheduled for this month. Possibilities are that the refiner will resort to a series of weekly changed variety bills similar to the one set to originate from New York this Sunday (12). In the latter setup Stoopnagle and Budd make their debut on NBC with the others in the cast consisting of Frank Parker, Helen Gleason, Paul Albert, a choir and Al Goodman, conducting. Following week's show will come from London and the one after that from Paris.

In a survey of the country's reaction to the broadcasts from the other side of the Gulf has found that although the large cities audiences have treated them as just another stunt, they have gone over in a big way out in the sticks. Dealers in the latter communities reported that their customers told of practically sticking their noses into sets so as not to miss anything, and how these other importations were the main topics of conversation on Monday at club, store and other gatherings. Newspaper checkup showed that the print breaks from small town radio sets were of similar measure, with the international broadcasts frequently coming in for streamer headline treatment.

COMMITTEES RUN WPEN

Studio Staff Given Policy Responsibility

Philadelphia, Aug. 6. New experiment with station personnel is being tried by prexy Clarence Taubel of the reorganized WPEN outfit here. Taubel has charged the studio staff with the responsibility of the station's progress by the formation of various employee committees to arbitrate differences, decide firm policies and generally operate the station.

Anticipating the success of the venture, Taubel has already invited the boys to share respective dividends when the annual pie is cut.

WLVA, LYNCHBURG, FIGHTS LOCAL RAGS

Lynchburg, Aug. 6.

Hundred-watt WLVA here, long combatting the local newspapers for advertising, is planning to take the fight into the news field.

Station has tied up with the Washington Herald, which is trying to build up a morning circulation in Lynchburg, and will offer a newswheel of the air nightly, giving both local and foreign news.

Local news coverage will be furnished by the Herald's Lynchburg correspondent, Nowlin Puckett, who has been credited by the station several times recently with furnishing news stories which broke too late for the local afternoon paper and too early for the morning paper.

First time in this section of the state, and probably in Virginia, a radio has gone into active competition with a newspaper on the news end. In Honoake and Norfolk newspapers have bought the radio stations and furnish nightly news broadcasts.

Symph May Comm'l

Kansas City Symphony orchestra has been auditioned for nationwide sponsorship the past week. Walter Craig is option-holder on the symphonic group, which is only a year old.

Summer Listening

Inquiry made among 4,000 listeners in various parts of the country by the Psychological Corp., a research organization, disclosed a slight drop in dialing attention this summer as compared to a year ago. Results of the quizzing showed that 60% were listening as much as they did the same time last year, 21% were less addicted to the habit, while 19% were doing more tuning in than ever.

Research experts in the radio trade interpret the percentages as anything but unfavorable to the business of broadcasting. They see in these answers arresting evidence of the sustaining powers of listening popularity, particularly when it is realized that the tendency to belittle loudspeaker addiction has become the smart thing among the upper strata of the middle class.

HORSE RACING CLICKS FOR SPONSOR

Chicago, Aug. 6.

After plenty of fear and trepidation, Mistletoe Gin sponsored the first attempt at horse-race broadcasting over WJJD, the local Ralph Athliss station. Started three weeks ago as an innovation in radio, the show was an immediate click, with women about 50-50 with the men in response. Women, in writing letters, stressed the fact that while they were not interested in baseball, they were daffy about horse-racing and that all the other stations gave 'em nothing but games from two o'clock on.

Tied in with a wide merchandizing campaign the gin company has in three weeks reputedly corralled 5,800 distribution points out of a possible 8,000 taverns in the Chicago territory. All taverns are carrying window cards and stand-ups plugging the 'listen to the races on WJJD.'

Station has received some 20 requests from other stations on possible pick-up of the same races, and asking just how WJJD went about getting the racing hoof-by-hoof broadcast.

NBC Kills Coast Auditions by Oke For Waxies Only

Hollywood, Aug. 6.

NBC has discontinued the policy of piping auditions from here, figuring that the cost of \$2,000 to \$3,000 a trial program is way too high.

Network has decided the inability to always get prospective advertisers in the eastern studio when audition is coming through makes scheme ineffective and will hereafter rely on discs for the suggested programs.

Future Coast auditions will be dissected at the Victor plant here and shipped around to advertisers. First to be plattered will be William C. Fields and James Dunn.

MAY BANKROLL PROF. PITKIN

Business Men's Organization with Idealistic Aims May Be First Non-Commercial Sponsor—Fears Discouraged Youth

ON CBS

Rotary International, organization of business men's luncheon clubs, may sponsor Walter H. Pitkin, Columbia University professor and best-selling writer of inspirational works. Dr. Pitkin is now on the Columbia network sustaining with a program called 'The Clearing House of Hope.' It is said to fit exactly into the Rotarian concept of what needs to be done to help rehabilitate the youth of America.

Behind the prospective sponsorship is more than an ordinary deal. In the first place it would be sponsorship without commercialism. It would become the first instance on radio of a program bankrolled by an organization with avowed sociological and idealistic aims. Pitkin's main thesis concerns what he terms 'the lost generation.' These are the men and women who graduated from college or high school since 1929 or those who because of the depression have never been able to find a place for themselves in the organized business world. There are millions of them and they constitute a problem for the nation which Rotary along with Pitkin regards as most serious.

Pitkin is trying through his radio programs to bring opportunity into contact with those that need it. In a sense his 'Clearing House of Hope' is a glorified job agency. But as it happens various Rotary chapters around the country have been tackling the same problem of finding openings for young people who can't get a break on their own.

Fear Fascism

There is a political motivation that finds an echo in NRA ideals that also figures in the possible Rotary deal. Rotary has a profound wish for the present democratic type of American government to hold its own against any possible contingency, however remote at the moment, of fascism, communism or other dictatorships. But Rotary has realized that dictators in Europe have gotten their support and storm troopers largely from among the jobless, unadjusted and dissatisfied youth. Rotary fears that permanent bad luck and discouragement of millions of young folk in the U.S.A. might spawn the beginnings of a trust in violent political methods.

Pitkin has been on CBS about five weeks and has attracted lots of attention. Some of it has not been entirely favorable. Especially controversial has been his constant harping on the need for opening industrial doors to young apprentices. This is strongly opposed by most of the labor unions, who regard apprentices as a job menace to their older members. Also the majority of codes under the NRA take an anti-apprentice stand. Pitkin calls this an injustice to American youth.

Rogers Band, Lang on New Ward Program

Chicago, Aug. 6.

Ward Family theatre goes off the other on Aug. 12 to be replaced by a new show series featuring Buddy Rogers band, Jeanie Lang and the Three Rascals. Will be a once weekly 30-minute slot on the Columbia web.

Show will originate here for the first four weeks and then flips to New York when the Rogers orchestra heads east. For the show the Rogers tag will be 'Buddy Rogers and his Green Stripe orchestra.' Fletcher and Edie agency on the deal.

Cystex Asks Clause Holding Term Discounts if Patent Medicine Show Must Cancel Under Tugwell Threat

Robinson's Reasons

Edward G. Robinson is reported among the Hollywood stars approached by Louella Parsons for the Campbell soup, 'Hollywood Hotel' radio program. Robinson resisted the invitation to perform gratis on the logic that having previously negotiated to sell his services to radio he didn't feel minded to now give them away.

With the promotional talent hunt stunt of Campbell having admittedly been quite a click so far, giving the program an advance build-up, the auspices are plenty worried for fear the actual program won't meet the standards of its own publicity.

Chicago, Aug. 6.

First admission on the part of the laxative and patent medicine companies that the Tugwell bill has a chance of being passed, or affecting them in its diluted form when passed, is seen in the new clause being rubber-stamped on all radio time contracts by the Knox company, manufacturers of Cystex.

Clause attempts to insure the company against all possible cancellations because of legislation or governmental regulations. Particularly the clause states that the company shall be guaranteed all possible rate discounts as contracted for, whether or not the show is cancelled because of government rulings.

Clause, stamped in red on the contracts, is as follows:

CANCELLATION NOTICE

'The advertiser reserves the right to cancel this program without short rate if governmental regulations or legislation should require such a cancellation.'

Under this clause the advertiser is given credit for all possible discounts as originally contracted for, and will not be forced to pay the higher short rate if cancelled before the long-time discount rate goes into effect.

Indie stations in this vicinity quizzed on this problem, are agreed that they will allow this clause to remain in the contracts. However, NBC here states that such a clause would not be permissible under the network's policy that discounts are based on continuous programs on the air, and that, if programs are cancelled before discounts are earned discounts cannot be allowed to the advertisers, no matter for what reason the shows or announcements may be cancelled.

ALABAMA ORGANIZES

Will Ballyhoo More Radio Receiving Sets First

Birmingham, Aug. 6.

Every station owner in the state of Alabama was represented at a meeting in Montgomery Sunday (29) when a state organization of broadcasters was formed. A statewide campaign with every station co-operating to increase the number of radio receiving sets will be one of the first projects.

Each station has promised to donate so many spot announcements weekly urging the public to buy new radio sets, tubes and equipment to try to increase radio's popularity. This time will be donated regardless of whether stations are getting business from radio manufacturers. Another purpose of the association will be to present a united front against harmful legislation which may come up at the next session of the legislature meeting in January, 1935. Still another angle pointed out at the meeting was that a statewide organization could co-operate more fully with the National Association of Broadcasters.

S. G. Parsons, of WSFA, Montgomery, was elected president; B. H. Hopson, WAPI, Birmingham, vice-president, and F. C. Mosley, of WAFB, Dothan, secretary. The board of directors, consisting of Steve Cleser, WSGN, Birmingham; Howard Pitt, WSFA, Montgomery; and M. D. Smith, WBBR, Birmingham, was chosen.

GRIER SAYS ARNHEIMS

Los Angeles, Aug. 6.

Johnny Grier's orchestra will replace Gus Arnheim's combo Aug. 13 on the MJB Coffee hour over the coast-NBC network.

WOC PRODUCES AIR SALUTES TO NRA

Des Moines, Aug. 6.

WOC-WHO is believed to be first broadcaster in the country to originate and produce NRA radio programs. First week the programs were presented, four five-minute sketches during the week and a half-hour program with a sketch and music, they received the personal indorsement of Gen. Hugh Johnson, who notified the station he wanted to know the scheduled time for all future NRA programs planned by the studio so he could hear them personally.

Station is continuing the four sketches and Sunday half-hour programs weekly, with sketches under direction of Francis Asbury Robinson.

Early in the NRA regime all the major film studios of Hollywood made special shorts explaining and ballyhooing NRA.

CBS May Ditch KHJ To Sub KNX For More Watts

Los Angeles, Aug. 6.

William C. Paley left here unexpectedly for New York Friday (3) and is reported to be going back to the home studio to discuss a scheme whereby CBS would ditch KHJ, the Don Lee Los Angeles outlet, and substitute the 50,000-watt KNX.

He is expected to return in three or four weeks to continue work on the deal.

Consistent report here is that CBS is dissatisfied with the limited 1,000-watt power of KHJ as against the 50,000 watts of KFI, the NBC outlet. With KNX of this same power and with a heavy listening audience in the north and northwest it is believed that with the station CBS could stack on the Coast with the competition chain which is far ahead of it currently in wattage.

GOOD GULF VIENNA PROGRAM

With Holzer Orchestra, Krall Orchestra, Vienna Waltz, Girl Orchestra, Joseph Schmidt, Rita Georg, Tautenhayn Quartet.

30 Mins.
Transatlantic
COMMERCIAL
WJZ, New York

For four weeks they've been broadcasting weekly Sunday night programs from various European programs. The sound was good, none of them any too good, but reception was perfect. London came in clear and strong; Paris was as clear as though it were Schenectady; Berlin was less so. Then Sunday night (5), came Vienna. The first really good, completely good program. And the atmosphere went away on them, so that reception was just barely audible—and in waves.

It's really a shame. There was an enormous Vienna gala in the Vienna broadcast. It was from any standpoint good and varied entertainment and with first rate talent. Female announcer, Mme. Luzzatto, spoke English with a pleasant accent but perfect enunciation, so that her sentences could be easily understood. Also had a charming personality that helped considerably.

Program opened with the "Blue Danube" strains, as played by the Joseph Holzer Orchestra. That gave the program its proper tone—Viennese light music. Josef Schmidt was the first soloist. Schmidt is the five-foot tall Viennese Jew who caused the Nazis to get so worried about any other artist during the first months of the Hitler regime. Possessed of one of the most powerful tenors in the world, he is generally classed with Jan Klenau and Richard Tauber as one of the best three singers in Europe's night entertainment field. He had just finished a film with Leni Riefenstahl. It was so popular with the masses that for six months it continued breaking b. o. records despite the fact that Hitler's Goebbels forbade it.

This time Schmidt sang "Frag Nicht," a so-ouch tone which, had it been properly heard, would have established his name in U. S. ether circles, and probably induced someone to bring him over. Someone will, some day, anyway.

Krall orchestra, a Viennese jazz band, and not bad either, played "Liedel," a current Vienna fox-trot, with Rita Georg and Ernst Arnold chipping in for vocal effects.

Viennese vocal female orchestra of considerable fame over there, played "Ohne Frauen, Ohne Musik" (Without Women or Song), a Ruth Denney type tune that ought to mean something when imported to this side.

Rita Georg sang "Why Should a Woman be Proud?" by Paul Abraham, which, if she didn't sing it, that Viennese songwriter, The Tautenhayn Quartet sang a typical Viennese wine song, and Schmidt came back for a German song, "Die Welt" (A Song Goes Around the World), from the film which brought him international fame. It is, incidentally, a patch of a song.

Ended with a medley of Lehar music as played by the Holzer orchestra. A fine blending of talent and music around, representative of the country that sent it forth and, intriguing enough to tempt a desire for a return. Kauf.

SPORTS STORIES OF THE RECORD

With Thornton Fisher—
15 Mins.
Sustaining
WJZ, New York

Whether these dramatized anecdotes of personalities purportedly from the world of sports are founded on fact or are pure fiction, there's no telling. Thornton Fisher, sports cartoonist, shrouds his "inside" tales in anonymity, pseudonymity and whatnot. But as reflections of human nature they're broad and simple enough to fit some case that might suggest itself to the sports follower steeped in the biography and trivia of the diamond, ring, and gridiron.

Fisher as narrator weaves in and out of the individual saga. From the production angle NBC's treatment of these sketches is splendidly. Cast gives Fisher is expert enough but the dovetailing of the narrative and the acting has every evidence of maladroitness, while the interpolations of the announcer could scarcely be more haphazardly contrived. WMCA, New York, made a far more effective job of it when Fisher did a similar series at that station about a year ago. Odee.

DELLA BAKER and WILLIAM HARGRAVE

Soprano, Baritone with Orchestra—
15 Mins.
Sustaining
WOR, Newark-N. Y.

Excellent soprano-baritone combo in the series labeled "Romance in Song," doing a nicely selected program of light operetta and standard ballads to classical accompaniment of August Franz.

They're on Thursdays at 9:15-9:30 p.m. EDBT from the N. Y. studio of this station, when they contribute a pleasing and well-blended vocal quartet hour. Abel.

BERT LYTELL

With Walter Kinsella, Eunice Brown, and the "Front Page" (Excerpt)—
30 mins.
Commercial
WABC, New York

Bert Lytell is a good voice, name and not for radio but not if they're going to mislead him this way. On the screen and upon the stage Lytell has always been identified with exactly polar opposites. He has that kind of voice and manner. He exemplifies gentleness and class. So Ward's Family theatre, with superb disregard of common sense, has gotten on Bert as Hildy Johnson, a slangy newspaper muck, in "The Front Page."

Lytell is too good an actor to muffle even so touch an assignment as together. He did Hildy Johnson pretty well. And that's acting—for a role more incongruous to the personality of this star is hard to imagine.

That the choice, while palpably bad judgment, has its possible excuse from the Ward Family theatre viewpoint. It seems to have been a substitution for "Alibi," Jimmy Valentine's play long identified with Bert Lytell and that would have indubitably have made an ideal radio conveyor for him.

It appears the owners of the literary rights to "Valentine" want to sell the story on a 13-week basis for a serial. In fact negotiations for a serial in radio-headline in such a manner have been on for some time.

Paraphrasing "Valentine" with Lytell should be a pip radio entertainment.

"Final scene of 'Front Page' was the final punch. The 'a. b. has stolen my watch' was trimmed for the kilobytes and read 'the dirty crook stole my watch.' And was it a flat rat? Land.

FOX WEISS FURRIERS

Musical Review—
90 Mins.
COMMERCIAL
WCAN, WPMN, WDAS, WHAT, WIP, Philadelphia

This show, which opened the new Fox Weiss emporium in Philly, utilized five local stations split up into three separate broadcasts from the store itself. Signed as regular talent were Mickey Alpert as m.c., Pete Wolery, the Warwick Sisters, Ruth Carhart and the Importation from New York, Edna Jordan.

WIP was probably a nicely prearranged program fell into a general shambles at the very start, since production was halted frequently by the speech of the city officials and grating bits from theatre acts, all aircasting being done before a large group of prospective customers.

Correct credit ran through the show profusely, if not smoothly, by descriptions of the fashion shows presented each half-hour.

The radio audience was put into a mood to buy with such detailed word pictures as "There's a cloth coat trimmed with fur." Further announcements included the none too subtle and ancient Fox's trip to Europe for furs, expressed in the manner that led the listener to believe Fox also took a gun with him.

Wolery, the Warwick Sisters, served to afford Mickey Alpert his initial air appearance, capably handled notwithstanding the fact that the troupe was long. The Woolerys' deck-up by the Warwick Sisters actually caused a show-stop, while Irene Bordoni chanted two numbers with decided effect. Guested on the program were the Michigan Squires and Benny Ross, Violet Love, Eddie Collis, Dorothy Hall and several others. Announcer James Begley got a lot of good laughs.

Broadcast was neat showmanship for the sponsors if for no other reason than that no female listener could miss it, regardless of station preference. Enough good local names made up for any faltering production quality or smooth presentation. The show will probably draw many lookers into the fur salon.

J. J. Fox firm in New York also uses Irene Bordoni locally over WJAZ.

TOM RISHWORTH

Chatter—
10 Mins.
Sustaining
KSTP, St. Paul

With Tom Rishworth at the mike, KSTP is putting on a 10-minute sustainer twice weekly that is getting oodles of good will from the general public. The show goes on at 1 p.m. Tuesdays and Thursdays, is called "Headline Memories" and recalls not only the headlines, as per title, but goes into the news of 20 years ago.

When headlines of 1914 prove tepid, material is kidded, so that the announcer, treating breathlessly of a sale on ladies' lace-edged panties gets a good raucous belly-laugh any day. Men's bull-dog shoes, brown and with buttons up to the lower calf, also cause chuckles—men's "bushy" hair, which goes on and causes genuine amazement as to the comparative good times we're living in today. Example: the best in bicycles (not nearly up to today's) were sold in 1914, when they went for a C-note in 1914, while today \$45 is tops. Raschick.

FRANCO HI-JINKS

With Johnny Murray, Jimmy Tolson, Sally Duhre, Red Gerecor, Mary Trayhen, Bob Oakley, Julia Kingdon and Minera Urcal—
60 Mins.
COMMERCIAL
KHJ, Los Angeles

This commecialer, jumping from KHJ after two years there, is on the Los Angeles coast-to-coast radio show, with half of it going over CHS coast-to-coast chain. Switching has caused young Franco to have his own HI-Jinks program on the same Sunday night hour and trying to maintain its listeners by throwing in each week a different Warner picture name.

Initiator in the new spot falls below chain quality and fails to live up to ballyhoo that accompanied its launch. The show is old, and is same as has been on program for many months, and there is its principal weakness—the seeming inability of talent to offer anything new.

For local it might pass muster, but in competition on chain hook-up it will suffer in comparison with programs that carry writers to pen new gags or skillfully revise old ones rather than obvious attempt of HI Jinks talent to roll their own, mainly from vintage joke books.

Program is really for variety, and is therefore particularly weak. Singing numbers which Jimmy Tolson, Mary Trayhen and Johnny Murray contribute are ok, but orchestra stuff, compared with background previously offered the show by Jack Joy aggregation, is off. Appears to lack proper co-ordination and in spots far too blatant.

Comedy stuff, all of back and forth variety and sadly reminiscent in material to vaude of two decades ago. At that it might be reaching for new generation to whom gags would be new. Here is sample of reaching back proneness:

Minerva Urcal pulled one about Italian mother who told teacher: "Johnny is no rose—larn him, don't smell him."

Although a perennial, Sally Duhre, with baby lisp delivery, is brightest spot on comedy side. One innovation acting out gaily for various members of cast as brief blackout. Ok but for staleness of material. Rlan.

IMAGINARY TOURS

Six Sixty-Six Gown Shop—
15 Mins.
COMMERCIAL
KEX, Portland, Ore.

A novel idea in taking listeners on imaginary tours is the new radio program of the Six-Sixty-Six Gown Shop over KEX, Portland, Ore. Titled "Century of Progress Tours," program idea is to take listeners on daily imaginary tours of the World's Fair, with sound effects, etc.

On the trip through the Spanish village there are castanets and laughter of dancing señoritas, and so on. Each day a different department of the fair.

It's a new program, but already getting a little stale. Attention looks as though it would be on the local air for some time, with sponsor's business already showing returns.

CITY COUNCIL SESSIONS

Meetings of Municipal Governing Body—
60 Mins.
Sustaining
WBT, Charlotte, N. C.

Each Wednesday afternoon the sessions of the Charlotte City Council are put on the air in their entirety—from request for an extra street light in "Black Bottom" section to keen and biting arguments about Sunday movies and slot machines.

The municipal governing body, which has been embroiled in one situation after another in recent months, all of front page news value, makes as good a radio show as it makes a news story.

Sensing this, William A. Schudt, Jr., manager of the station, conceived the idea of putting the sessions in their entirety to the public. There was some slight difficulty about breaking down the barriers of tradition and setting a mike in the midst of the somewhat frightened group. One or two councilmen shook their heads a bit over the proposition of having the entire council sessions broadcast to the world over a radio station.

But the situation was handled, the mikes were installed, a permanent leased wire extends into the council chambers of the city hall, and the broadcasts are very popular with Charlotteans or anyone who likes to watch political chess being played or relies on an argument.

SAILORETTE'S (8)

Sauce Band—
15 Mins.
Sustaining
WKJ, Lancaster, Pa.

The Sailorettes are eight gals who go together and formed a very slick "trot" band.

They made their radio bow Monday with a series of dance specialties which pleased. Outfit, of course, is in its infancy.

Station has spotted them for 8:30 every Monday evening.

SUNDAY NIGHT HI JINKS

With Dick Powell, Charlie Kaley, Bob Swor and Genevieve, Gladys Jeanne Dunn, Earl Hodges, Joe Twerp and his stooges, Jack Joy Orchestra—
60 Mins.
Sustaining
KFWS, Hollywood

Just how hard this old Coast fav has been in his defeat of Johnny Murray and one or two others will not be known for two or three weeks. At that time a survey will be made by the Warner execs which will be the yardstick for future programs.

With two HI Jinkers on lanes at same hour, it has dilators in pretty much of a dither. Hollywood spot has been a hotbed of defections, losing the bread account and there's an evident note of reprisal in their bulldup. First, Dick Powell was tossed into the lineup to give it a shot. It's spot is tentatively set for the next airing. There will be no skimping on Warner film star power to give it a sock and perhaps force the Don Lee station to change its spots, that is, to move off the 8-9 niche.

The first Murray-less airer was a shade better than the old routine, due in main to Powell's warbling and several other good vocalists. Powell always seems to have his pipes well geared for radio and is a favorite in these parts.

In Charley Kaley, single and duet with Jeanne Dimme, and Bob Swor, the spot is not nearly as good about the new handling. It's the comic moments that need strengthening. Bert Swor and his foil would do a lot better if they had fresh material to work with. Jack Clifford, the hard-of-hearing sheriff, sticks too much to a staid set of situations to click strongly. Tatter-torn of Billy Nelson and Genevieve Kniffel suffers from the same gag anemia.

Joe Twerp, Coast edition of Roy Atwell went straight for the emceeing and it is doubtful whether he made the listeners forget about Murray. Twerp's tongue-twisting bit was not overlooked and is fairly standard.

Jack Joy's ork provided the musical background and is capable of holding a crowd. Good showmen on the last half, Kay Van Ilper's "Coronets" follows and is the favorite. Hlm.

FRANCIS MACK

Songs—
25 Mins.
Sustaining
WGK, Schenectady

Mack, supervisor of music in New York City's public schools, has joined with the WGK String Ensemble for a series of summer programs called "Good Showmen" during the dinner-hour on Friday evening. Mack soloed here several times last season.

Present broadcasts probably have strongest appeal to students and lovers of good music, although average listeners should find Mack's voice agreeable. Inclusion of one or two light numbers would give the programs a more popular pull. Now they constitute high-grade but rather heavy fare for a summer musical meal, served via loudspeaker.

Mack possesses a robust baritone, well trained and intelligently handled. Judge by local standards, it is well above the average, particularly in matter of range. Jaco.

ANTHONY MONDE

Accordion—
15 Mins.
Sustaining
WGAL, Lancaster, Pa.

Anthony Monde, vaudeville and recording artist, is now to WGAL. He claims to be the only accordionist to master the trombone as an instrument. Appears each Monday at 12:30 presenting a variety of classical and popular numbers in his own particular style.

Monde's style differs radically from standard ones, and enables him to produce effects deemed impossible on the ordinary instrument.

In vaude days his billing was "The Coal Miner Accordion Player." He has numerous phonograph records to his credit. Makes an unusual local program.

FRED HUGHES

Wish Tenor—
15 Mins.
Sustaining
WOWO, Fort Wayne

Formerly a member of the Primrose Four, well-known vaudeville band of several years standing, and now identified with station in semi-professional and executive duties. Makes regular appearances and has reputation is acquiring a nice following in city.

He broke into radio broadcasting in the east a few years ago when the other was in swaddling clothes.

He is well balanced with the more blithe popular light off-setting the straight light opera songs. Accompaniment is played on organ by "Very Robust" which is better than the usual foot pump accompaniment. Good, dignified singing. Bard.

STUART AND LASH

Comed. COMMERCIAL
WEAF, New York

Their material on the Fleischmann-Vallentyne spot was of poor quality, but Stuart and Lash in their five minutes or so of talk gave evidence of possessing a style and delivery well suited to radio. A better act, not a time to bring out the boys' possibilities and take them somewhere.

Besides being bad in quality, the material offered by the team on this show was bad in form also, because in seeking to distribute the laugh lines evenly, it failed to establish either of the two men as the comedian in the act. The jokes as dashed out had the partners hitting each other for laughs, rather than helping one another share 'em. In vaudeville the constant alternating of straight and comic is an okay arrangement, since there are always opportunities for slight shift to cover up material deficiencies. In radio, however, such a confusion over rapid fire switch of questions and answers. On radio it's required of all jokesters to definitely establish themselves as a type act, not out of hand. The Fleischmann program it was often difficult to distinguish between Stuart and Lash.

On the Fleischmann performance, the logical solution for Stuart and Lash is to hand the boys to the former while Lash goes more or less straight. Lash has a hip style of straight talk, and Stuart always get laughs on his own work regardless of who has the funny answers.

Besides talking, this two-man variety turn can sing. Their song finish cut them off handily from this program. Rloc.

COLUMBIA VARIETY SHOW

With Cliff Edwards, Emory Deutsch, Edith Murray, Jerry Cooper, Chester Hazlett, Do-Re-Mi, Mountain Melodians, Mary Eastman Revue—
60 Mins.
Sustaining
WABC, New York

Columbia's weekly regular Sunday night showcase for CBS talent has been having lots of m.c. trouble. George Jessel has been in and out of the program. Latest to take the place of the missing showman is Cliff Edwards. He also has an individual spot over the network on Thursdays (unopposed).

Edwards is a good trouper. His comedy act is a good one, and always convulsive have the advantage and virtue of being his own. He resembles only himself. Material will be his chief hurdle. But its the fact that he is a good showman, and so that's nothing unique. Meanwhile he has a plaintive, mildly demented line of humor which he strengthens and varies from time to time with purely lighthearted stuff. It is to be remembered among the present day crop of Heat Waves, Saxton Sisters, Mills Brothers, et al. that as "Kulele" like this performer was shown in vaudeville as far back as 1924.

Program was not especially well outlined. It opened with a long routine by Emory Deutsch. While the routine was fairly good, the tempo picked up proved to be highly diverting it was a long overture and to most part pretty dull.

Edith Murray seemed to be a submergence of the piano over-predominant orchestrations but gave an okay accounting in a voice that has babykins strains mingling with Harlem strains. Murray's piano and Mountain Melodians' good voices of more orthodox coaching.

A memorable few moments was Chester Hazlett's socko session on the clarinet, a show-stopping solo. A dramatized musical number credited to "Courtney Savage" was smartly done detailing with dialog and songs the simple tale of a negro lad who got a girl by the over-confidence when achieving a little success. Land.

PROF. THATCHER CLARK

French Lessons—
30 Mins.
COMMERCIAL
WOR, Newark-N. Y.

Prof. Thatcher Clark has been doing a series of French lessons on the airwaves for many months and if one doesn't think that language instruction can be made entertaining—just as Elder Michaux's gospel singing was—then even a gem into the entertainment category—one has but to get a load of the Prof.'s Saturday evening broadcast.

It's entertainment plus. Yet it never loses its dignity. It's well-rounded, decidedly appealing to anybody with any sort of an interest in learning while not being in another language but the one in which this is being written; and it's all most fetchingly played by Prof. Clark's mink personality.

He is a native speaker of French phrases in a collegiate style of cheer-leading, doing it in rhythm with a suspicion of tinpanalyness necessary to carry just to impress.

He is a mink spellbinder in that he varies his brief few instruction with much interesting by-play.

He is before him. They're mixed, and he addresses

(Continued on page 34)

Commercialized Puffs for Cafes In Sustaining Band Pickups Unfair, Code Authority Informs Industry

Warning against the inclusion in band pickup announcements of anything that smacks of advertising has been issued by the radio code authority to NBC, Columbia and indie station operators. According to the authority's interpretation the palaver used on a sustaining program coming from a hotel, cafe or niterie is to be confined to mere mention of the band, the warblers, the numbers and the spot. References to the attractiveness of the room, the surroundings, the food, etc., are out.

What prompted the code authority's action was a complaint filed against NBC by Thomas F. Burley, Jr., who operates WCAP, Asbury Park and WJBL, Red Bank, N. J. Burley charged in a letter to the code authority dated May 31 that NBC had frozen him out of the remote control line market in these areas by coming in this summer and underselling him in every way. NBC, Burley averred, had installed lines in various Jersey roadhouses at rates anywhere from 50% to 75% under that which he (Burley) had the previous summer billed these same spots. Burley declared that he had created these fine and dance spots on a strictly commercial basis, whereas the network was only charging them for telephone lines installed. Burley contended that the text of the current broadcasts was no different from that he carried last summer when he carried each spot on a commercial basis and that the hookups were still of an advertising character and that NBC was evading the provisions of the code by not billing these roadhouse connections accordingly.

This roadhouse business, said Burley, constituted 75% of his income during the summer. If the small station, he wrote, has no recourse from such network competition there will be no alternative left the former element out to go out of business and leave the field to the growing monopoly of NBC.

Burley's letter was submitted by the code authority to NBC for a reply.

Audition W. C. Fields

Hollywood, Aug. 6.

W. C. Fields will be auditioned tomorrow (Tuesday) for NBC which has three prospective sponsors interested, Packard, Campbell's Soup, and a third not named. The comedian's contract with Paramount makes no mention of radio. It's understood Par has given oral consent to Fields airing, if and when.

Fields' deal with NBC was arranged by Maurice Cleary and Randolph Crossley, his business agents. Gene Towne and Graham Baker authored sketch, "False Arrest," which Fields and cast will do in audition. John Swallow of NBC is handling.

Renewals

Brillo Manufacturing Co., 13 weeks, starting Oct. 7, Sunday matinee half hour with Tito Guizar. Involves 24 CBS stations.

Wasey Products, Inc., resuming "The Voice of Experience," Sept. 10, six times a week, over 24 outlets on CBS.

American Products Corp. (A. S. Boyle floorwax), starting Sept. 30, Sunday matinee half hour, CBS, 47 stations, with Irving Kaufman.

F. W. Fitch Co., effective Sept. 9, 41 stations on NBC's red (WEAF) link, with Irene Bensley.

FOUR EXITS NOT SIGNIFICANT —KLAUBER

Exodus of four staff men from the commercial program sales division all within two weeks was described yesterday (Monday) by Edward Klauber, CBS executive v. p., as just an 'accidental coincidence.' Klauber declared that the bureau was not undergoing a shakeup, nor did the network intend to abolish the division.

By the end of the current week the department will be without the services of Kenneth Wilson, John Quile and Miss Bobbie Marshall. Bert McMurtrie left a couple of weeks ago to join WMCA, New York, while Julian Field, head of the commercial program sales division, has been reported as scheduled to leave for a job with Lord & Thomas. Klauber averred that he had not received Field's resignation and he wasn't inclined to the belief that Field would make the reported move.

Paley Due Back

William S. Paley is due back at the CBS offices this week after a six-week stay on the west coast.

With the Columbia proxy settled at his desk, Edward Klauber, executive v. p., will leave for a two to three-week vacation. Klauber expects to get away by Saturday (11).

Leonard F. Winton has quit as sales promotion manager of Acme Broadcast Productions and opened his own office as a general radio representative.

RADIO ARTS BACKED BY ROSS FEDERAL

Ross Federal Service, survey outfit, is underwriting Radio Arts, trade paper, as an exploitation medium for its checking surveys. Ross Federal is widely employed in the motion picture industry for checking and has been handling surveys for various radio advertisers and broadcasters.

C. L. Tighe is editor of Radio Arts. Ross Federal's connection starts Aug. 15.

Radio Reports

(Continued from page 32)

madame, monsieur or mademoiselle with whatever is the pertinent phrase in hand, and has them reply in kind. In between the entire class repeats whatever the thought or phrase under consideration, in a rhythmic sing-song.

In matter of fact and impressively sincere manner Dr. Clark is announced, and in turn self-announces his school of language instruction which features multiple tutoring in four languages at the same time—French, German, Italian and Spanish. Lessons are free for three months, after that, if still interested the pupil can carry on for a small fee. The necessary text books naturally must be charged for, but the profit, states the cost is nominal, and it's all done in a manner as to hold forth much educational and economic promise for any prospective pupil.

Abel.

PARMELEE TAXICABS
With Landt Trio and White Harmony, Gags 15 Mins.
COMMERCIAL
WEAF, New York

Laughing, and with every evidence of high relish, at their own stuff Landt Trio and White, so far as their comedy efforts go, don't click. It's pretty blasé gab with one of the boys assuming a fassetto to impersonate a mythical Minnie, proprietress of a hash house where the others, as Parmelee cabbies, stop for victuals.

When they sing the act is safe. More than that. They're very good. But a gift for comedy seems not theirs. Still if they would stop laughing so annoyingly at their own gags the improvement might be high.

Parmelee's spiel for the nice, cool, comfortable, dependable cabs sounds oddly like the radio ballyhoo for things to eat or things to clean teeth with. Which is an idea of the lack of ideas in radio. Hardly one intelligent reason was advanced as to why a would-be passenger should look to see if the hack belonged to a certain fleet. While the stressing of the name Parmelee has, of course, an indisputable value, a more memorable line of persuasion is in order.

Land.

EDWARD H. SMITH
Character Monolog 15 Mins.
Sustaining
WMCA, New York

Edward H. Smith, who is responsible for this 'Flotsam' series over WMCA Saturdays at 9:15 p. m., E.D.T. formerly did an early a. m. poetry reading routine for WTAM, Cleveland. Smith here takes as his central character for the subject and study the panhandler. His is an ill-founded sense. Some panhandlers may raise some pity in human-kind because they are benevolently regarded as victims of circum-

FCC Authority Not Clear?

Washington, Aug. 6.

Amendatory legislation giving the Federal Communications Commission additional but unspecified powers will be required to make the new communications control law workable, the American Bar Association committee on communications will report to the annual convention in Milwaukee.

Surveying accomplishments of the past year and analyzing the new statute, the committee, headed by John W. Guider, counsel for National Association of Broadcasters, predicted that the commercial consequences of the commission's regulations will be far-reaching, but in all probability the social consequences will be even greater.

Committee praised arrangements made for staggering terms of commissioners and drew an interpretation that Congress appreciates the importance of problems presented in regulation of radio and of providing the nation with a 'workable and efficient' regulatory system but observed that "The Communications Act of 1934 does not in itself accomplish this end."

It must be followed by such amendatory legislation as will afford the commission the requisite authorization for its activities, the committee explained. "Of equal importance to the governing statute will be the ability of the commission and its staff. The selection of a full complement of personnel capable of effectively administering the law will be essential and probably difficult. The number of persons possessing any experience in the regulation of communications is necessarily limited. The new commission will find itself in many fields previously unexplored, but where a high degree of understanding of the technical problems involved and of the public interest, convenience and necessity will be of vital importance."

Cigarets Sold Direct by Carton

Pat Flanagan Sponsor-Reassuring Stunts Obtains 3,500 Orders Over Air

Chicago, Aug. 6.

Out-and-out appeal to the listeners to send in letters in order to keep a show on the air drew a hearty response on WHHM, the local CBS station, when Pat Flanagan begged for mail. When Prima beer stopped sponsoring the Cubs' ball game broadcasts Flanagan told listeners that he would get a new sponsor if he could prove he had listeners. He literally begged for mail.

Sponsor at the time was already set, being the Penn Tobacco company for the Kentucky Winners cigarette. But since company was not ready for distribution at the time, the company started a straight teaser campaign. When the cigarettes did arrive in town and Flanagan announced the fact, he received 3,500 money orders for cartons of cigarettes in the first three days. These money-order requests were answered immediately in this fashion:

"Dear Friend: I don't know how to tell you how much I appreciate your writing me and helping me land that cigaret account. And to think you went so far as to order a carton so I could really prove to those manufacturers that I had backing, real backing. You fans surely have been wonderful to me."

Sincerely,
Pat Flanagan

Buddy Linthicum, who started out in radio at WKBC, Birmingham, and then wandered from station to station, is back at WSGN, formerly WKBC. Others joining same station are: Jack Keasler, H. H. Tonn of KFXJ, Grand Junction, Colo., and Don Campbell of KUOA, Fayetteville, Ark., who has been made commercial manager.

WHAS, Louisville, celebrated 12th birthday with all-day picnic at Fontaine Ferry Park. Artists of the staff appearing during the day's festivities were Georgia Wildenta, Sam, Gil and Louie, trio; Monk and Sam, Master Tommie Linton, Three Shades of Harmony, and others.

George Frazier, director of the minstrel band for the Pure Oil Dixie Minstrels and pianist for the Rosewood and Ivory spot, both on WBT, Charlotte, N. C., is busy assisting with the organization of a Charlotte local of the American Federation of Musicians.

DOLLAR
for
DOLLAR

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DOING THE REAL JOB
SOUND BUSINESS POLICY

The **BEST BUY**
in the
CINCINNATI
MARKET

COLUMBIA PONDERES FURTHER INVASION OF STATION REPRESENTATION BUSINESS

Meeting This Week in New York Will Discuss Future Policy—Meanwhile NBC Modifies Attitude to Fit Status Quo of Present Station Entanglements

Whether Columbia will extend the operations of its local service or spot broadcasting department so as to include network affiliated stations is to be decided at a meeting slated for Wednesday and Thursday of this week. Summoned to attend the gathering in the CBS home office are Leslie Atlass, gen. mgr. of the Western division; Kelly Smith, sales mgr. for WBMM, Chicago, and Robert Stevenson, Chicago mgr. of the network's local service bureau.

Should it be agreed at this meeting to extend the function of the local service department Columbia will take cognizance of an error in policy made by NBC and avoid including in its list of spot representation those associated stations which are under contractual obligation to exclusive reps. As a preliminary to this week's discussions CBS conducted a survey among the outlets on its network list to determine which of them had exclusive reps and which were amenable to joining a spot time booking proposition operated by the web.

Another angle that will be gone into at the Wednesday-Thursday conference has to do with the web's entrance into the transcription making business as part of its spot service. In the event that this move is deemed necessary Columbia has a recording plant that it can readily step into. It's the layout atop the Steinway building in 57th street occupied by the Judson Radio Program Corp. up to its dissolution by the web about three years ago. For the past two years this plant has been under lease to J. V. Gromblich, Inc.

Representation list of the CBS local service bureau as it now stands is made up of 11 stations which the web owns or operates directly plus the outlets of the Don Lee network. CBS's booking authority in the latter instance extends over everything east of the Rockies.

NBC Policy Shift

Chicago, Aug. 6. NBC has about decided to modify its former stance and go into the special representation field on a straight competitive basis with the other rep outfits. Network is planning to make a simple announcement to the effect that it is ready to represent all NBC affiliates which want NBC to handle their spot business in the key selling points.

This announcement is to follow the inability of NBC to corral all NBC affiliates under its original blanket plan of representation. NBC found that many of its stations were already tied up to Edward Perry, Free & Steininger, Grieg-Blair & Spight and other rep offices.

Slow but Sure

Unable to simply wave or buy these other rep companies out of the way, NBC now believes that the best course is to prove by actual results that it can best represent its affiliates. Buying out these other companies would be only a temporary move, NBC states, and would not prevent these companies from going back into business under a new name or prevent other companies from starting.

Under the new plan NBC will merely contact those stations which are not now under contract, with other rep outfits, but will attempt to secure stations which are still free of such alliances. And will wait for present rep contracts to expire before attempting to bring the stations over into the NBC fold.

O'Keefe a Camelite

Walter O'Keefe was submitted last week to Camel as the talking pilot of the cig roller's show with the Casa Loma band which returns to CBS in September. Also included in the audition which was piped to Winston-Salem were the Boswell Sisters and Jane Froman.

Account will again obligate itself for two half-hour periods a week.

KSTP Tells 'Em

St. Paul, Aug. 6. KSTP believes in tooting its own horn.

Having no newspaper in which to front-page its achievements, in contrast to other local radio stations, KSTP announces periodically to its listeners that it is living up to the limit of its promise to scoop all other local news-gathering agencies—newspaper and radio.

On a recent broadcast, the KSTP announcer declared that in the then past 10 days the station had beat everybody locally on the Dillinger killing, was 12 hours ahead of all competition on the Von Papen appointment in Austria, and was and is away out in front in reporting doings of the Minneapolis truck drivers' strike.

Theatre Mgr. Headlines

Own Radio Stage Show

New Haven, Aug. 6. Local studio of WICC, Bridgeport, got a week of stage time at the College theatre, New Haven, in a revue called "Radio Revels." Talent included Lillian Kaye, Adeline Manzey, Sammy Allen and Paul Cummings, singers; Jimmie Cavallaro, violin; Milt George, comic; Billy Laden, Mildred Butler and Ray Bogart, tap trio; Carlton Weldenhammer, announcer, and Freda Swirsky, Anthony Pisani and Alice Thompson, piano-accompanists.

Ben Cohen, theatre's manager, who has been building a rep as a singer at local station was topline on bill.

Vick Follows A&A

With Peppercorn set upon continuing Amos 'n' Andy in the 7 o'clock (EST) niche on the NBC blue, Vick Chemical has arranged to follow the blackface act three nights a week. Contract calls for the 7:15 to 7:30 segment Monday, Wednesday and Friday. Peppercorn decided to retain its A & A original after it had advised NBC that the team would be released on their return to the air next month over the red link at 8:45 EST.

Among the combinations auditioned by Vick last week were Bob Crosby and the Dorsey Bros. band, Freddy Martin's orchestra and Hillbilly "Heart Throbs," an NBC sustaining frame.

Taggart a Maybe

Chicago, Aug. 6. French Lick Springs and hotel is planning a radio build-up to plug autumn and winter trade. Are auditioning around WBMM for a local shot on a test campaign.

Tom Taggart in town, lending an ear. First talent auditioned is Charley Wilson, other comiker.

Sherlock Holmes Returns

Cecil, Warwick and Cecil agency has expectations of bringing the Sherlock Holmes series back to NBC for G. Washington Coffee this season.

Account has this summer been using disc versions of the Conan Doyle stories in a campaign on the west coast.

Heller-Kogen Ride

Chicago, Aug. 6. Little Jackie Heller starts a new series of weekday programs over NBC through the local headliners, starting today (6).

On for 15-minute shots five times a week, with Harry Kogen directing the orchestra behind the warbler.

Bromo Seltzer Sept. 16

Bromo Seltzer through the James Mathes agency has contracted for a Sunday night half hour on NBC. Though the account is slated to make its air debut Sept. 16, no program has been picked for the spot.

Indications are that the show will be straight musical.

Burns and Allen Back To U.S. in September

London, Aug. 6. Burns and Allen, now touring the Continent on vacation, sail for home Aug. 28 on the Ile de France. They're due to start broadcasting again from N. Y. Sept. 19.

Prior to sailing, the American comedy team will play a week (Aug. 18) of English vaude at the Palladium, London.

Ruth Durrell is back under contract at KFWD, Hollywood, and will be a regular on the weekly Hi-Jinks. Blue singer has been in Chicago for two months.

Gertrude Berg Spurns N.Y. Vaude Offers; Will Go Legit in Autumn

Still determined to do a legit show next season, Gertrude Berg has turned down all New York bookings for the vaude version of "The Goldbergs." All the major booking offices with New York houses made offers.

Playing Boston currently, "The Goldbergs" has Atlantic City (Steel Pier) and Baltimore (Loew's) set so far to follow.

Miss Berg plans on doing the legit in the fall.

Telephone
Columbus 5-0869 0870

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Deccord, New York

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NEW YORK

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RADIO SHOWMANSHIP

(Merchandizing and Program Techniques)

Outstanding Stunts LOCAL DIALECT DEBATES KSO, Des Moines

Battle of Dialects

Des Moines. Louis Hyman, newspaper dealer with a joyous Yiddish accent, and Emilio Vecchi, merchant tailor with a luxurious Italian accent, were such a comedy riot in a local barber shop when conducting a verbal cross-fire over the fact-Carnegie fight recently that they achieved reputations.

Both are well known Main Street business men and KSO, which has plenty of local interest in a series of staged arguments in dialect between them. Hence KSO approached the men to discuss current events in their typical vernacular before the microphone. They accepted.

To add the right touch of drillery KSO is placing "Dutch Schultz" in the program to act as referee.

WOC-WHO's Rebuttal

Des Moines. With KSO's new frequency, starting July 22, WOC-WHO, competing station here, is using daily promotional plugs giving listeners complete details on watts, kilocycles, etc., to show WOC-WHO has 200 times more power than any other station in Des Moines.

WOC-WHO stresses the fact there is only one other station in the country having more power, that it is the only full cleared channel in Iowa; emphasizes the number of engineers employed by the station—the number of letters received weekly from foreign countries concerning the programs, etc.

WOC-WHO is also using double-plug spreads weekly in the Des Moines Dispatch, with circulation of 31,000, giving hour by hour program.

COLUMBIA BROADCASTING SYSTEM

Presents

LEON BELASCO

MON, FRI, WABC, 12 MIDNITE
Coast-to-Coast

St. Morris Hotel, New York, Nightly
Sole Direction **HERMAN BERNIE**
1619 Broadway, New York

ABE LYMAN

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P.M., DST
(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., DST
(Phillips Milk)

fred allen's

HOOR OF SMILES

WITH
PORTER AND HOFFA
JACK SMART
IRVING DELMORE
LYNN STANLEY
MINERVA FLOUS
EILEEN DODSON
LENNIE HAYTON'S IFANA
TROUBADOURS

Material by Fred Allen and Harry

Management Walter Batchelor
Wednesdays, 8:30 P. M., D. S. T.
WEAF

Mme. ERNESTINE SCHUMANN-HEINK

Sponsored by
GERBER'S BABY FOOD
WENE, NBC, Sun, 9 P.M., COST

VERNON CRAIG

Baritone

Tues., 3:30 P.M., CST
Thurs., 2:30 P.M., CST, NBC-WJZ

grams and using cuts of NBC artists on the red network, local station talent, human interest stories about the talent, etc.

WPRO Leads the Way

Providence. WPRO, smallest of the three radio stations in Providence, has successfully carried out an exploitation stunt, which started out on a small scale, but now is considered as one of the station's best. Moreover, other stations are burning plenty that they missed out on the scheme.

WPRO has tied up with two theatres in town on a weekly broadcast in which vaudeville talent is furnished free, and a commentator dispenses human interest stuff concerning Hollywood stars.

WPRO started the program with an idea of sprucing up talent, since the other two stations had the edge on all suitable talent. Each theatre supplies duets. Every listener writing in concerning program is mailed picture of their favorite star. The first 12 writing in get duets.

As a result of the tie-up station has cashed in on plenty of swell talent. Sometimes program is spread over to an hour if talent warrants it. As a result of the tie-up station has broadcast such celebrities as Cab Calloway and his orchestra, Billy Rose's "Crazy Quilt", George White's "Scandals", Benny Davis revue and others.

Program arranged by Allen Martin, program manager of WPRO. One other station in town has made overtures to theatres to broadcast program along similar lines, but managers are sticking to WPRO, the comment that the station is cold-shoulder from radio stations in town before WPRO started the co-operative broadcast.

Endowment as Prize

Schenectady. In connection with the Camay program, recently launched over a group of stations in NBC's red chain on a three-afternoons-a-week basis, with Barry McKelvey, vocalist, and Ray Sinatra's orchestra as the entertainers, the Procter & Gamble company is conducting a letter-writing contest, the prize for which is an award of \$1,000 a year for life or \$10,000 in one lump payment. The grand-for-life offer is guaranteed by the Union Central Life Insurance Company.

Subject matter for epistle, limited to 100 words, is "Why Camay Is the Best Beauty Soap for My Skin", the company writes, "being required to send several Camay wrappers, with name of favorite dealer. In addition to the big prize, there are 553 other money awards."

KGW's Japanese Program

Portland, Ore. The first international radio broadcast ever to originate in the Northwest was made by KGW, coast to coast over NBC and also by short wave to Japan last week. Occasion was the visit in Portland's harbor of the Japanese training ship, Taisai Maru, with 72 naval cadets being feted as guests of this city.

Radio program was well received in Japan. It consisted of an address of welcome to Portland by Mayor Joe Carson, talk by Consul Nakamura, and discourse on the friendliness of Pacific relations between Mayor Carson and Captain Sekiya, skipper of the Nipponese training ship. Musical items were by the Portland Elks band and a choir of 15 Japanese girls from Japanese language school in Portland. They sang the Nippon national anthem. Dr. B. B. Barker, vice-president of the University of Oregon also spoke on the program.

Complete radio coverage of the event required two mikes, one on deck to pick up the talks and musical numbers, the other on the ship's mizenmast, where an announcer described the drills, picked up Japanese chatter, and described a race of cadets up the ratlines to unfurl the lower topmast.

KGW's high climbing staff announcer has the job of broadcasting from the mast. This was Joe Hallcock, former naval radio man, who shinned up the ratlines into the crownmast to describe the going on aloft. Production was in charge of Archie Presby, and the ground level mike was handled by Henry Blane. Whole event was quite outstanding in western broadcasting, a direct short wave hook-up with Japan has never been attempted from here before on regular scheduled program. Also broadcast coast to coast over NBC network.

Some Will, Some Won't

Charlotte, N. C. Willis' Charlotte radio network radio programs and all mention of radio, 23 North and South Carolina publications do use the programs, and many of these use news notes about the station as well.

Points in North Carolina where the programs are carried in local publications include the following: Greensboro, Wilmington, Asheville, Rockingham, Charlotte (radio pro-

gram weekly), Tarboro, Edenton, Washington, New Bern, Gastonia, Monroe, Wilson, Raleigh and Durham.

South Carolina publications using the WBT programs are located at: Greenville, Spartanburg, Sumter, Bennettsville and Rock Hill.

Pierre DuPont Spiel

Wm. DuPont, Del. WGBL, Wilmington, was assured a large audience recently when Pierre S. DuPont, nationally known industrialist and head of the Delaware Liquor Commission, expressed his views on the state's system of handling liquor.

His talk titled "Thoughts Developed After the Delaware Liquor Commission," pointed out weaknesses as well as advantages of the system.

One-Minute Dramatizations

Cincinnati. One-minute dialogues and playlets are being used on WCKY, Cincinnati, by Nu-Enamel stores in Greater Cincinnati area. They embrace a variety of situations, stressing the merits of both Nu-Enamel and Enamelized paint and are on the air six nights a week.

A copy is written by WCKY continuity department. A typical playlet follows:

Sound effect . . . Coronation march.

Herald: 'Hear ye! Hear ye! His Majesty the King will now address the people.'

Sound effect . . . Cheering crowd. The King: 'My loyal subjects! Economy is the watchword of the hour. This year the royal coach will not be traded in on a new model. The old one will be refinished with Nu-Enamel. And, believe me, boys and girls, it will look like new!'

Sound effect . . . Cheering crowd. Announcer: 'The King said a mouthful! Nu-Enamel will make any royal coach—or your own automobile—look like new. You can refinish your car yourself for only a few dollars, with Nu-Enamel. It goes right over the old paint, dries quickly and leaves no brushmarks. See a Nu-Enamel store tomorrow at your nearest Nu-Enamel store.'

'The Front Page'

New tie-up by WIP with the Philadelphia Morning Record is arousing plenty of comment here. Station takes the daily's biggest front-page local story each day and turns the story's plot details by interview and incident dramatization every night at 8, one hour before the paper reaches the stands.

Ten minutes of this quarter-hour show is devoted to the news story and the last five minutes to a resume of the sheet's headlines. Time is furnished for the paper in return for news publicity and pictures snapped in the WIP studio. Tie-up is one of the first of its kind ever made here. Show is titled 'The Front Page.'

Full Film On Air

Birmingham. Starting a couple of months ago WGBN began taking a mike into the booth of the Ritz theatre and picking up a part of the musical score from the sound track. Now this tie-up has been expanded and the complete picture is being broadcast including the musical score and dialogue.

Steve Claser, chief announcer and manager, goes alone to describe the screen story action.

What Strong Eyes, Grandpal

WEBC (Duluth-Superior) came to bat with a stunt in tieing in with the regatta held Saturday (28) in St. Louis Bay, under the auspices of the Duluth Boat Club.

Pat Murphy miked proceedings, aided by field glasses, from the studios atop the Spaulding hotel roof which overlooks the waters. Tricky stuff, but Pat bird's-eyed nobly. Actual event was preceded by a series of interviews throughout the week featuring members of the famous Duluth crews, 1915-16 and thereabouts. These airings built things up to a neat climax for the regatta itself.

Izaak Walton Lowdown

Lancaster, Pa. Radio is being used extensively in Lancaster by fishermen to determine whether the fish are biting or not. In a new broadcast station WGLA devotes a quarter hour spot each Tuesday evening to presenting a complete summary of fishing information covering favorite waters, fresh and salt.

Information is gathered by Bill Rudy, veteran fisherman and sportsman goods man, who has fishermen and captains on all great streams, the Chesapeake and Delaware bays, and spots on the coast from Atlantic City to Cape May, send him daily cards, giving highest catches, names of boats and captains, condition of wind, weather and tide and varieties of fish being caught. From this he compiles a survey of most likely fishing spots for balance of week.

Fishermen go for program in a big way because it saves them many unnecessary trips to the water with the proper boats and captains,

Lux Likes Musical

Lux soap is slated to go network this fall, although the program isn't set. Idea, however, will be musical dramatic.

J. Walter Thompson is the agency receiving the show.

True Detective Set

True Detective Mysteries, a Macfadden publication, will buyhoo it self over Columbia, starting Sept. 5, with a weekly half-hour dramatic series. Program is tagged 'True Detective Mysteries Crusade Against Crime.'

Hookup will for the start take in six stations. Ruthrauff and Ryan is the agency.

Here and There

Ed. Craney of KGIR, Butte, Mont., vacationing in Southern Cal.

J. A. Carpenter is the new manager of the Canton studios of station WADC, Akron. For two years he was associated with WBNS at Columbus and since March has been in the commercial department of WACD in Akron and Canton.

Station WAAW, Omaha, goes off the air completely on Sundays during the month of August. Reason is mainly to give staff a rest and a chance at vacations without making too many changes and rearranging schedules. Manager Bader first to take advantage of the relaxing time by motoring to Minnesota. Station will be back on Sunday broadcasts first one in September and thereafter.

Vic Oakley from WLS, Chicago, has been employed by Brown Dunkin to sing over KTUL, Tulsa, on Dunkin sales program.

F. W. 'Doc Sunshine' Roth, WMC, Memphis, announcer, and 'Heinie' Zimmerman, control engineer, are back in harness after vacation trips northward. 'Doc' visited the old homestead in Waukesha, while Zimmerman and family rested in Milwaukee.

KOA, Denver, NBC outlet, will move its studios downtown the last of this year. Will use three floors of the Paris building, 1625 California street, which will be remodeled at a cost of from \$50,000 to \$60,000.

George Driscoll of the WHAM, Rochester, transmitter staff, takes electricity out of the air to light a summer camp he built in the woods near the transmitter station. He erected a 300-foot antenna for his radio receiving set and found it picked up much power that he attached electric lights. Only trouble is illumination disappears when WHAM signs off.

Roger Baker, sports announcer, recently broadcast play-by-play of three baseball games in a single day. New York and Detroit over WKBK for minutes and Buffalo and Syracuse evening double-header over WGR.

Clinton Bushman and Bill Cook of WGR, Buffalo, will audition for comedy spot for NBC next week.

Jim and Don Tranter, WKBW, Buffalo, '20 Fingers of Melody,' have split, with Jim going to join Clayton, New York, stock company.

Buffalo PGA golf tournament enabled WKBW's Doc Gallup to snare Gene Sarazen, Helen Hicks, Leo Diegel, Donny Shute and other visiting celebrities for air golf interviews.

and gives details on tackle and equipment they'll need. Idea has won many friends for the station.

60 Miles Apart

Omaha, Neb. Omaha studios of KLAB co-operated with those in Lincoln in putting over a novel stunt on its early morning Times and Times program from 7 to 8. Ordinarily the program is an organ and vocal concert with Milan Lambert at the console of the Lincoln theatre organ and Lyle DeChow of the announcing staff doing the talking and the singing. But Lambert being away on his vacation for two weeks eliminated the organ music possibilities in Lincoln.

So it was arranged for Eddie Butler, musician of the Omaha studio, to supply the organ music from the console of the triplex theatre organ here. Details were worked out (Continued on page 51)

TRANS-RADIO PRESS EXPANDS SERVICE

Blowup of the Radio News Service of America last Thursday (2) leaves the shortwave news collecting and transmitting field exclusively to the Radio News Association, a subsid of the Transradio Press, Inc. As a convenience to the RNAA's ex-cults the Transradio subsid is permitting these stations to pick up gratis the RNAA's daily news bulletin until they have time to negotiate with the latter for the service on a regular basis. With the discontinuance of the Radio News Service of America the Radio News Association has increased its schedule of bulletins transmission from three to six times daily.

Transradio last week added to the list of stations taking its daily news service WLS, Chicago; WQAM, Miami; WSGN, Birmingham; WMT, Waterloo; and WDAY, Fargo, N. D.

Hudnut Chills

It doesn't look as though Hudnut will return to the ether this fall. Performer's current plans call for concentrating on newscript. Last season Hudnut supported over CBS a program comprised of Jack Whiting, Jeanie Lang and Jack Denny's band.

Kathryn King has been put in charge of all women's programs at WHK, Cleveland.

RAYMOND KNIGHT

A. C. Spark Plug "Cuckoo"

Saturday, 10 P.M., Coast to Coast WEAF

"WHEATENVILLE," WEAF Network

Monday to Friday, inclusive

Starting Third Season Aug. 27

Victor Lounge
SCHLITZ BEER
C. & C. COAST-TO-COAST
1000 S. 10th St.
DULUTH, MINN.
EXCLUSIVE MANAGEMENT
ROCHELL O'BRIEN, INC.

GRACIE BARRIE

"The Sweetheart of the Blues"

NOW AT CASINO DE PARIS

Sole Direction **HERMAN BERNIE**

1619 Broadway, New York

WENE, NBC, Sun, 9 P.M., COST

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Radio Chatter

Cuba

CMCX suspended 20 days by Radio Commission on account of language used in programs.

Cuban Telephone Co. decided to return license for its station CMC, which will be indefinitely off the air, strike goes on yet.

Stations CMCD, CMQ and CMW have been given clear channel, but it means they'll have to increase to 5,000 watts and broadcast 18 hours a day to keep license.

Many of the stations have had to change frequency with the new arrangement of the commission.

Casas, Jr., expects to have his shortwave CQC in the air by next month.

CMX inaugurated its new studios at the Calle Bldg. and getting good reports from all over the island.

Broadcasters awaiting for Cuban Telephone Co. to bring out tariff for line charges.

CMAP still under embargo by owner of WIOD of Miami.

New York

Robert Rissling, announcer of WGY, makes a 225-mile round trip from Schenectady to handle the Tuesday 6:15-6:30 p. m. program broadcast over NBC red network by Harry Meyers orchestra from hotel at Ausable Chasm in the Adirondack foothills.

Hil Meacham, p. a. of WGY, grinding out reams of copy after a two weeks' rest.

Allany County American Legion convention has adopted a resolution calling on radio station owners and sports promoters to broadcast major sports events so that disabled veterans in government hospitals may enjoy them during their peacetime battle.

Bille Dauscha will air over WMCA as Dorothy Shiga.

Johnny Johnson's orchestra over WMCA as well as NBC.

Governor Al Smith brought WMCA a big audience when giving an important political talk Monday (6) over the station of which he is board chairman.

Rod Arkell has a letter, guaranteed not publicity, from a citizen who was restrained from suicide by

high words of cheer uttered over WOR by Arkell.

Bert Lytell did a dramatic stint for Ward's Family Theatre over CBS.

Benedict Gimbel, Jr., of WIP, Philadelphia, in Manhattan last week.

Ralph Grosvenor starts a 4:15 p. m. program Sundays over WOR and will continue until Father Coughlin takes the niche in October.

'Spotlight' series is back Mondays at WOR under the auspices of the station's artists bureau. CBS has a 'Spotlight Revue' on Fridays.

Ben Gross pinch-hit for Bide Dudley on the latter's WOR program last week.

Ann Buland, Sally Gooding with Dave Vine program over WOR.

Among the radio eds visiting New York this week are Joe Hefner, Buffalo Evening News; Margaret Maloney, Cincinnati Radio Dial; and Darrell Martin, Pittsburgh Post-Gazette.

Self cheering section of the J. Walter Thompson radio department is auditioning a new yell.

Jack Denny leaves the Pierre tomorrow (Wednesday) and will call it a vacation aside from his Wednesday night Conoco broadcasts. Due back at the Pierre Sept. 6.

Fred Wile started his publicizing for the Young-Rubincam agency last week.

Philip Mygatt added to the writing staff of the J. Walter Thompson agency. He's Princeton '34.

Don Bestor will have Joy Lynne and Neil Buckley on the Hall of Fame (NBC) this Sunday (12).

Can't keep Howard Weir, WGY control room engineer, away from radio atmosphere. On vacation with the Missus, he inspected studios of WMAK, Cleveland, and WCHL and WMAK, Buffalo, visiting his friend, Carl Hoffman, chief engineer of latter two stations and former member of WGY's technical staff.

Henry M. Neely, 'The Old Stager,' did not m. c. last week's 'Two Seats in the Balcony,' afternoon sustainer over the NBC red web. Away, with Lionel Barnes substituting.

Rush Gilbert, substituting for Cheerio (Charles K. Field) during latter's vacation, included in the birthday salutes on the morning program over the NBC chain, one for WTRC, Washington link, which had an eleven-candle cake. WR

hooked up with the web for Cheerio's shot from the outset.

Charles Sherman, Sam Parkhurst and Sid Culver doing the radio scripts for Cliff Edwards' Sunday night broadcasts and new material for Benny Rubin, Blossom Seeley and Benny Fields. Art Jarrett, Eleanor Holm, Rita Bros., and Roscoe Ates.

A young man posing as John B. Kennedy is issuing extra percha checks, Kennedy told NBC audience during a super-hour talk last week.

Pennsylvania

Ace Pancoast new musical director of WPEN, Philadelphia.

Charlie Stahl has bought himself a bungalow.

Elsie Finn back from Mexico and spouting Spanish.

Powers Gouraud, WCAU public relations, sick abed with pleurisy.

Rule Bery and Earl Aiden pulling hair for those glances from Roy Sedley.

Dave Walls, WPEN Philly warbler, scores a commercial for the Foot Health Institute.

Auditioning for Philadelphia Household Finance show are George Johnston, Carlton and Craig and Alan Scott.

WDA's new Woodside Park transmitter was off the air for eight hours last Thursday, day after it opened.

Enzo Alta, WCAU tenor, sailed for Italy.

No matter what the name may imply, Cussy the Chesapeake retriever puppy recently acquired by Jake Mathiot, Mason-Dixon Group technical chief, is not an Irishman. Caney, in Mathiot's language, is spelled "KC," and refers to frequency, not nationality.

Mary Kroeger, Lancaster New Era society editor, spends 15 minutes a day before WGAL mike, passing out highlights on the day's social events to the listening ladies.

Jimmie Landis, member of WGAL commercial staff for past year, decerts radio for newspaper. Resigns to become classified ad manager of Binghamton, N. Y., Sun.

Louise's Hungry Five, German band and singer disc, on WGAL Lancaster daily.

Bowman-Trobbahn productions begin scripting Christmas program ever. Forecast weather conditions aren't just right.

Bob Styer, vet vaud. and circus entertainer, now on WGAL, Lancaster, as end man with the Merry Minstrel Men. 30 min. black-face heard every Wednesday evening at 9 o'clock.

California

A. A. Schechter, news editor of NBC, in San Francisco on a survey of the Coast for his department. Spent two days with Lloyd Yoder, western press chief, and the pair are now in Hollywood for an o.o. of that field.

Betty Kelly walked off with the regional Campbell Soup audition for CBS, staged at KFRC, San Francisco, and goes to New York for participation in the mid-August finale there.

Illinois

WBBM adding studios for the program department and dramatic shows and orchestra on second floor.

Henry Klein wrote all night to get the Dillinger script out for the eight A. M. broadcast.

Eddie House, WBBM organist, checked with newspapers on the Dillinger shooting, thinking that the boys at the station were ribbing.

Don McNeil, slated for the Pontiac program, made start not so long ago as announcer.

Ruth Betz of New York CBS spent a few days of her vacation pinch hitting for WBBM's Holly Shively, down with pneumonia.

RCA Victor distributors in Chicago for their annual meeting and P. J. Parker arranging a special broadcast for NBC.

Bill Young decided a party on his return to his home town, Chicago.

Joe Alvin now with the NBC press department, Chi.

Katharine Drake out of the CBS publicity group on exit orders from high up in organization.

Bill Young doing night and Sunday duty on Victor recordings.

Anne Courtney heading east for a spell.

Three Cowboys added to the NBC artists staff, Chi.

Tennessee

Frances Hill, WLAC Nashville singer to St. Louis to take part in the Hollywood Hotel regional auditions.

Al Sweet, over WLAC, is responsible for a new weekly quarter-hour of nonsense each Thursday night at 4:45.

W-M, Nashville, is making extensive alterations with a modern

(Continued on page 38)

New Business

CHICAGO

Bealcraft Company, series of one-minute announcements daily for two weeks. (Russell T. Gray, Chicago.) WLS.

Gillette Rubber Company, Eau Claire, Wis., for 13-week series of 15-minute programs each Saturday. (Cramer-Kassette agency, Milwaukee.) WLS.

Scott and Boune, series of 35 one-minute radio discs for Scott's Emulsion, twice weekly. (Marshall and Pratt, N. Y.) WLS.

Northeastern Yeast Company, Chicago, series of 35 15-minute programs three times weekly. (Hays, McFarland agency, Chicago.) WLS.

Keystone Steel and Wire Company, Peoria, renewal order for 52 30-minute programs on Barn Duane. (Rogers and Smith agency, Chicago.) WLS.

John Morrell Company, Ottumwa, Ia., continuation order for series of five-minute talk three times weekly during Homemakers' Hour for 59 weeks. (Henri Hurst and McDonald, Chicago.) WLS.

Reliance Mfg. Company, Chicago, for Big Tank work shirts, series of 13 15-minute programs. (Carroll Dean Murphy agency, Chicago.) WLS.

Campbell Cereal Company, Northfield, Minn., for Malt Meal, 26 weeks for 15-minute programs three times weekly. Also series of two-minute announcements during Homemakers' Hour three times weekly. (Mitchell Faust agency, Chicago.) WLS.

LOS ANGELES

Bullock's, 7:45 to 8 p. m. Mon. Jack Joy's orchestra in Scotch program. KFMB.

Amagon Laboratories, Sat., 9:30 to 9:45 a. m. Drury Lane, tenor; Marshall Grant, organist. (Logan & Stebbins) KNX.

Upton Sinclair, Mon., 9:15 to 9:30, four weeks. Political talks. KNX.

Franco American Baking Co., Sun., 8:45 to 9 p. m. Vaude program. (Erwin, Wasey Co.) Don Lee network.

Floral Products Co., Sun., 1 to 1:15 p. m. Vocal and instrumental music. KHJ.

M. A. Laboratories, Sun., 10:45 to 11 a. m. Piano team. (V. G. Freitag, Inc.) KHJ.

Ever-Dry Laboratories, Thur., 3:30 to 3:45 p. m. Music and speaker. KHJ.

Albert F. Samuels Co., daily except Sat., Sun. Five-minute summarizing day's programs. (Will Russell & Co.) KHJ.

Albert F. Samuels Co., Wed., 7:30 to 7:45. 'Half Forgotten Americans,' drama. (Will Russell & Co.) KHJ.

Bullock's, daily except Sun., 9:30 to 9:45 p. m. Vocal and instrumental program; 8:55 p. m. to 9 p. m., 5-min. musicals. (Dana Jones Co.) KHJ.

SEATTLE

Langendorf Bakeries, series of 50 spot announcements over KOMO; July 10 to Aug. 14. Also KPCC.

Reliance Mfg. Co., six 100-word announcements. KOMO.

Best Foods, Inc., 26 announcements. KOMO.

Western Apparel, series of five sale announcements. KOMO.

Copinol, 52 spot announcements on KOMO; two a week starting Aug. 1.

Anti-Asthma-Date Co., series of 12 spots, started July 28. KJR.

Nazol Products Co., 26 50-word spots on KJR. Started Aug. 1.

White King Soap Co., eight announcements at KOMO between Aug. 1 and 8.

Commercial Tire Co., 10 announcements to run two per week starting July 28. KOMO.

Ironized Yeast Co., 52 five-minute discs. KOMO.

National Grocery Co., 52 announcements over KOMO and KJR to be used at advertiser's discretion during coming year.

Eastern Outfitting Co., 15-minute program daily for one year; split between KOMO and KJR; starts Aug. 15.

Frederick and Nelson (dept. store), 13 announcements over KOMO.

Lowman-Hanford, 15-minute program each Tuesday over KJR starting Aug. 15, to run indefinitely.

Norwich Pharmaceutical Co., 26 announcements between Nov. 8 and 22. KOMO.

Puget Mills Co., six 15-minute programs per week for 26 weeks over KJR; started July 29.

Washington State Dairy Council, series of 26 spots over KJR; starting Sept. 1.

Pook Electric Co., one announcement per week for 13 weeks over KOMO.

Citrus Soap Company, series of five-minute discs over KOL, Aug. 3, 7, 9 and 13.

Honess Cake Co., three floating announcements daily except Sundays for three months; started July 16.

American Automobile Insurance Co., series of daily announcements over KJR-5, running to October.

PHILADELPHIA

John Duck Company (furs), spot announcements, three weekly. Leonard J. J. for July 28 to Aug. 10.

Waggoner Agency, WFL.

Hardwick and Moore, spot announcements. (Continued on page 28)



wabe
columbia
broadcasting
system . . .
monday
thursday
friday
8:00 p.m. e.d.s.t.
coast-to-coast

Management
TED COLLINS



THE
DUTCH CONQUEST
OF
NEW
ENGLAND

Christian Friends.

Call it a triumphal march if you like, or call it peaceful penetration. Certainly, never before has anyone captured a New England radio audience so completely as Christiana Krings, Dutch-American composer, conductor and, for the past four years, Director of Music of Station WTIC. Mr. Krings—recently honored at Radio City by being invited to conduct his famous composition "In Holland Suite" before 100 food-will messengers sent to America by the Queen of Holland—typifies the distinguished array of talent available at Station WTIC. Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners.



STATION WTIC
 Hartford, Conn.
 50,000 Watts . . . Owned by the
 Travelers Broadcasting Service
 Corporation.
 The WTIC Communities
 A Prosperous Population in a Compact
 Market
Facts for Food Advertisers
 Potential WTIC Primary Audience . . . 1,500,000
 Per Capita Savings Bank Deposits . . . \$600.00
 Food Outlets, Retail . . . 4,500
 Volume of Business . . . \$257,400,000
 Operated Daily
 7:00 A. M. to 12:00 Midnight
 Sundays 9:30 A. M. to Midnight
 Member New England and NBC-WEAF
 Networks

Chi NBC Questionnaires Fair Mobs On Preferences, Foreign Competish

—Chicago, Aug. 6.

NBC locally is making use of the large numbers of World's Fair visitors who take time off to take a sander through the NBC studios in the Merchandise Mart here. It has been playing to about 4,000 visitors daily this summer and is using that 4,000 mob as a basis for a program preference survey. All visitors are given questionnaires asking their likes and dislikes in radio entertainment. NBC figures that the visitors from the country give them a pretty good cross-section of the listeners and particularly NBC fans.

Questionnaire is called a Radio Ballot, and reads as follows:

Here is your chance to cast your Radio Ballot. You, no doubt, have often wished you could tell the people who make radio programs how to improve them. We have often wished you would tell us. An occasional letter does not help much—but if many of you would answer specific questions we would get a better idea of what you listeners enjoy. This ballot was prepared for that purpose. Our request for your assistance is sincere, and your honest answers to our questions will be appreciated. Please check your answers and leave your ballot with our attendant, or take it home and when completed drop it into the mail box. Thank you.

What Is Your Choice?

Listed below are a number of types of programs under the headings Talks, Instrumental Music, Vocal Music, etc. Indicate the time of the day or evening, that

is 'A.M.' or 'P.M.' when you would like to hear these programs.

(Please limit yourself to five)

A.M. P.M. Talks

1. Public Affairs
2. Household and Personal Questions
3. Religious
4. Current News
5. Poetry, Readings
6. General Educational (History, Travel, Psychology, etc.)

Instrumental Music

7. Symphonic
8. Semi-Classical
9. Orchestra
10. String Ensemble
11. Dance
12. Organ
13. Band
14. Foreign (Hawaiian, Latin, etc.)
15. Instrumental Solists
16. Vocal Music
17. Men's Solos
18. Women's Solos
19. Opera
20. Operetta
21. Quartet, Trio
22. Choruses, Choirs
23. Folk Songs (Mountaineer, Cowboy, etc.)

Dramatic

24. Drama, Plays
25. Comedy, Skits
26. Comedians
27. Variety Shows
28. Children's Shows

'All-Wave' Competish

Questionnaire also allows space for the visitor to list their own suggestions. Also asks if they have written any fan letters in the past year and how many; if they have mailed a response to a radio contest during the past year and how many. If they usually buy tubes in a store or from the radio man when he services their sets. Also asks 'When you purchase a new radio will you be interested in an all-wave set, that is one which enables you to tune in foreign station, police calls, etc., as well as regular broadcasting stations?' Also: 'Do you listen to radio with the single line?' My suggestion for improving radio is... and the rest is up to the visitor.

Last spot on the ballot has the single line: 'My suggestion for improving radio is... and the rest is up to the visitor.'

New Business

(Continued from page 37)

announcements for 5 weeks, Tues. and Thurs. at 9 p.m. Feigenbaum Agency. WFI.

Robert Frazier, religious program, 30 minutes, for 26 weeks. Placed direct. WVEN.

H. C. Kahn and Sons, spot announcements daily for one year. Direct. WVEN.

Christian Voices, seven 30-minute periods weekly, for 26 weeks. WVEN.

German Mission, six hours weekly. Direct. for one year. WVEN.

Brody Furniture Company, spot announcements for one year. Placed direct. WVEN.

Central Baptist Church, one half-hour on Sunday. Placed direct. WVEN.

C. F. Simmov's Sons, time signal announcements for 6 months' period. Placed direct. WVEN.

Keystone Macaroni Company, one hour program on Sunday, for one year. Clements Agency. WVEN.

Prophet's Testimony, seven 30-minute periods weekly for one year. Placed direct. WVEN.

Charlotte, N. C.

Armand Cole, New York City, 13 quarter-hour evening transmissions, beginning Sept. 7, 1934. Placed by N. W. Ayer & Sons, N. Y. C. WFTS.

Sandhill Fruit Growers Association, Candor, N. C., series of 26 day and evening announcements, beginning July 23rd. Placed direct. WFTS.

Harding-Jecht, Co., Charlotte, N. C., series of tie-in announcements with Schlitz network programs, run of contract. Placed locally. WFTS.

Lucille Rhaps, Charlotte, N. C., series of 26 daytime announcements,

beginning July 30, 1934. Placed locally. WFTS.

Dr. Pepper Co. (Continuation contract), for 52 evening announcements, weekdays beginning July 31, 1934. Placed by H. T. Taylor, Locke Dawson, Dallas, Texas. WFTS.

Seminole Paper Corporation, Chicago and New York City, four 15-minute evening transmissions, beginning Aug. 19, 1934. Placed by Paris & Pearl, New York City. WFTS.

Charlotte Hardware Company, 26 afternoon announcements, WSOB.

Havens Drug Company, 13 announcements, WSOB.

M. L. Klein Company, 300 announcements, WSOB.

New Furniture Company, 15 weeks, WSOB.

McIntire Swimming Pool, 26 announcements, WSOB.

New Beauty Beauty Parlor, 15 weeks, WSOB.

NEWARK, N. J.

Father Charles Coughlin, Catholic priest contracts commercially for 4-5 p.m., Mondays from Oct. 14 to April 7. WOIT.

Mennen, 13 week renewal on Mon.-Wed.-Fri., 15 minutes at 7 p.m. with Ford-Frick, sports resume. WOIT.

Joseph P. Day, auctioneer, on Wed.-Thurs.-Fri. for two weeks starting Aug. 26, promoting Manhattan Beach Hotel, using Irving Aaronson and Rudy Vallee orchestra. WOIT.

Raleigh Cigarettes (Brown & Williamson), 13 consecutive 5-minute waxed programs at 5:55 p.m., starting Aug. 2, WOIT.

Koppers Gas and Coke, 26 week contract starting Sept. 4, partly waxed program at 7:45 p.m., Mon.-Fri., inclusive. Placed by N. W. Ayer agency. WOIT.

Simplex Diathermy Institute, 13-week contract ending Oct. 1, Monday health talks by Jules Liebert, Tues.-Thurs. at 1 p.m. Placed by Friend agency. WOIT.

BOSTON

Jenny Manufacturing Co., 52 one-hour programs starting Sept. 22, Through The Greenleaf Company, Boston. WEEL.

Brown & Williamson Tobacco Co., 26 announcements starting Aug. 1, Through Batten, Barton, Durstine & Osbourne, New York. WEEL.

Longwood Cricket Club, four announcements starting Aug. 1, Through Ingalls Advertising, Inc., Boston. WEEL.

LINCOLN

Dr. A. B. Walker, announcements, KFAH.

Howard's Grocery and Market, announcements for KFOR for one month.

Chick Boys Players, announcements for one month. KFOR.

Radio Chatter

(Continued from page 37)

auditorium under construction. Offices will be extended to meet the growing demands of the organization which will celebrate its ninth anniversary in October.

Jimmie Golder heard with his thirteen-piece band over WSM.

Mary Cortner joins the staff of WSM to present two programs a week.

Frank Walger, Nashville boy who earned broadcasting spurs in Indianapolis, is now with the sales department of WLSA.

Alton Simon, WMC, Memphis, production director, now vacationing in New York.

P. Wagoner in Memphis representing General Electric in the Commercial Appeal's salute to Admiral Byrd and crew in Little America. The program was broadcast only 40 through out the week and through G.E. short wave station W2XAP to Antarctica.

Mary Cortner has joined WSM, Nashville.

Tommy Ragland, WREC, Memphis, announcer, returned from vacation trip to the mountains.

Okla. Singing Cowboy and Girl have recently joined the staff of WRIC, Memphis.

Minnesota

Earl Gammons, WCCO gen. mgr., back from his Park Rapids (Minn.) vacation looking fit as the proverbial fiddle. Earl says the thermometer registers only 40 throughout his three-weeks' stay, while the rest of the country boiled.

Hayle Cavanor, WCCO program and production mgr., leaves Wednesday for a five-week auto tour with her family 40 through into old Mexico, then up the Slope and back to Minneapolis via Seattle.

Hugh S. McCartney, WCCO's chief engineer, is in Gotham these days picking up pointers on the latest developments in radio work from CBS engineers in the metropolis.

Ed Shurick, mgr. of KSTP's Minneapolis branch, stopped in at WEBC, Duluth superior last week to say 'How do?' on his way home

from his summer place on Lake Vermilion.

For the first time WDGY announcers, Ted Krey, Neil Seales and Jack Borgan shut a round of golf together last week, but Old Man Par didn't suffer.

WDGY staff artists are throwing a big party for themselves Wednesday (8) at Excelsior Amusement Park. It will be WDGY night and the public's invited to see and hear the other boys and girls.

Crazy Sailors, on duty at 4 p.m. over WDGY, are piling up bonapour from mail.

Doc Young, owner and gen. mgr. of WDGY, has bought a house trailer for his Rolis and promises his staff a trip soon. Everybody's anxiously waiting, 'cause the Doc's sworn to provide a full ice box.

Earl Alquist, WREC continuity chief, is spending this week in St. Paul, swimming, boating and fishing, as they say hereabouts.

Ruth Cole, WREC supervisor of traffic, o.o.d. the World's Fair and (after those days of 106 in the shade in Chi) is glad to be back home.

Duluth Symphony ork's nationwide airing is going over big, judging from the fan letters pouring into WRC from all over the U. S.

Iowa

Beth Walters added to publicity department, WOC-WHO.

Jimmy Lunceford's Cotton Club band had such a draw at KSO the station had to use cops to handle the crowds.

Hal Sheridan, station manager, KSO, taking the family on an eastern automobile tour but they'll probably stop at a lot of radio stations.

Ray Collin, publicity manager, Central States Theaters, handles the mike personally for their radio advertising over KSO—each week's broadcast promoting some theatre in the Central States chain.

Fred Jeske has new sustaining program on WOC-WHO called 'Musical Love Letters', in which he gets a chance to try out some of his own songs dedicated to listeners, etc.

Nebraska

Full staff of WOW will work in picking up the Omaha Air Races, August 11 and 12 at the Munn Airport. Three of the staff's four announcers will be on the field, one at the judges' stand, one in audience, other on the field, and fourth man will be at the studio switchboard.

Lois Green back at her desk at WOW after two weeks respite.

John Henry the beaming father over the new boy on the field, on the family last week. Mother and son doing nicely.

Helen Whitmore in the receiving line at WAAW again after a week at Lake Okoboji and another at a Century of Progress.

Phyllis Bader reports feeling much better after extended vacation. Winding it up with the family in Minnesota for two weeks.

Larry Kemmer went back to his desk two days before his rest spell ended because he got home too early and couldn't loaf at home. Spent a week with the wife, Harriet Cruise, in the Colorado mountains.

John Gillin spending most of his spare with advertising executives now making their contacts before the fall big season in the west.

Captain Downing operating the army short wave station at Fort Omaha was the first one to get the 'Duluth' stratosphere fliers forced landing.

Kentucky

Crede Harris, general manager of WHAS, Louisville, back at the helm after lengthy illness.

Asher and Little Jimmie, hillbilly and jukebox, back in Louisville after long engagement at WFAA, Dallas.

Billy Bond and Burton Blackwell, announcers on WAVE, Louisville, vacationing in New York City. While there they were given opportunity to announce several sailings on NBC.

Billy Bond is brother of Ford Bond, NBC veteran announcer.

Lyle Four, colored quartet over WAVE, joining Connie's Hot Chocolate in New York.

Pacific Northwest

Grace Larsen and Eva Gonnella, of the KOL, Seattle staff, vacationing in California. Norm Storm, KOL sales manager, in the same state—but on work.

Under the direction of Archie Presley, KGW and KEX program manager, KGW produced for the NBC coast-to-coast network July 16, a half-hour program from Multnomah station, which Gen. Hugh S. Johnson, NRA administrator,

was the speaker. Rain fell, as it usually does in the northwest, but the outdoor program went on without interruption.

Louise Reconnell won the Tacoma one of the CBS contest. She is a staff artist on KVI.

Alabama

Alva DeMarko, of WBRC, Birmingham, won the right to represent Birmingham in CBS's hunt for a gal to play opposite Dick Powell in the radio drama 'Hollywood Hotel'.

Bill Young, WBRC, sure likes to remember the folks back home in Lamar county.

Steve Cisar likes grey suits. Andy Smith is getting to be a shirt and tie man.

Bull Camm doesn't feel so good with the Harlan ball club down in second division this late in the season.

North Carolina

'Experimental Laboratory' period over WBT, Charlotte, N. C., designed to build good will and to serve as a seasoning ground for untired radio talent has uncovered several finds that the program department hopes to be able to conduct with commercial sponsors in the fall. Evelyn Cole, blues singer, Barry Freeman, singer and guitarist, who works Nick Lucas style, and Larry March, who has a Bing Crosby type of voice and plays his own accompaniments are among these.

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Decca Gets Under Way; Acquires N. Y., Chi Facilities of Brunswick Radio

Decca Records, Inc., the American branch of the London phonograph disk makers, has started functioning with Jack Kapp's purchase of the New York and Chicago factories and facilities of the Brunswick Radio Corp. Temporary executive offices are in the old Brunswick Recording Labs at 799 7th avenue, and N. Y. factory is at 619 West 44th.

Dick Voynow in charge of Chi, and A. J. Perry, another old Brunswick man, heads the L. A. recording division.

Kapp, former general manager of Brunswick, is president of the American Decca company and Edward T. (Ted) Lewis, managing director of the London Decca, is chairman of the board. E. F. (Steve) Stevens, Jr., former Columbia sales manager, becomes ditto for the new outfit, besides holding the title of v. p. and general manager. Milton Rackmil, another Brunswick alumnus, is treasurer. All will be on the board, besides a few others to be voted up.

When American Record Corp., the H. J. Yates subsidiary of Consolidated Film Industries, took over the present Brunswick label from Warner Bros. (which originally had acquired Brunswick in its famous \$3,000,000 music buy-up pool of 1929), Yates decided not to take over the old factory and office offices and also passed up certain equipment. This is what Kapp's new firm has since acquired from Warners.

Active recording starts next week, following some intensive preliminary testing. Guy Lombardo and Bing Crosby are among the first artists scheduled.

Must Have British Jazzists If Venuti OK's London Date

London, Aug. 6. Palladium wants Joe Venuti, but says his band because of Labor Ministry's recent attitude against any more imported musicians. Labor bureau opined that if a personality maestro is so important as to warrant being brought from America, why cannot an English combination of musicians serve him instead of American jazzists.

Venuti is holding out for bringing at least three or four of his crack men over to sit in with the native British jazzhounds, but he alone is deemed sufficient in view of his own trick violin specialties, which, it is felt, don't require any unusual band backer-uppering.

Benny Goodman's Foreign Bookings on Disc Rep

London, Aug. 6. C. L. Hyman is bringing over Benny Goodman's band from America. Goodman will line up a mixed black-and-white orchestra of 14.

Little known in America, excepting in the trade, Goodman's individual style of very heated dancemanship has created local demands. It's a rep chiefly built on his foreign disk record sales.

Augmenting his band with colored jazzists is a strictly a-to-order idea from the local entrepreneur, Hyman, for dance-hall and variety bookings.

Bruns. Takes Gluskin

Lud Gluskin has gone under Irving Mills' management and will be the first of the new names to be added to Brunswick's recording artists' roster as part of the new Mills-Brunswick team.

Gluskin, an American maestro who enjoys a big Continental rep. will do tango, rumba and waltzes for Brunswick.

Col. Gill Opens Antler At Colorado Springs

Colorado Springs, Aug. 6. Emerson Gill and his orchestra have opened the new Cooper Grove room of the Antlers hotel here. It's Col. Gill now by virtue of one of those Kentucky colonelcies.

ADJUST EUROP. 'STORMY' JAM

Jack Mills has amicably adjusted the jam between Editions Salabert and Lawrence Wright over the European rights to 'Stormy Weather.' Settlement terms permits both Salabert and Wright to release the number, with one accounting to the other on the sales.

As the result of cable complications, the two firms simultaneously undertook to publish the Harlem ditty. Litigation in the French courts followed, with one concern seeking to restrain the other from marketing the song.

Mills Music, Inc., is also working out a settlement of its differences with Bert Feldman, British publisher, over monies claimed due on the Waterston, Berlin & Snyder int. recordship. Feldman put in a claim for coin he had advanced the late Henry Waterston. On this claim Feldman was allotted \$1,200. Mills Music subsequently took over the Waterston catalog from the receiver, and sought from Feldman an accounting of the business done on the Waterston numbers. Amount which Feldman advanced to Waterston was \$37,000.

MPPA TRANSCRIPTION PLUM TOTALS \$6,800

Music Publishers Protective Association's transcription distribution for July came to \$6,800. Checks covering these royalties from radio disk sources were mailed to the publishers concerned last week.

July collections were about 15% better than they had been the previous month.

SESAC TO EXAMINE ST. MORITZ PRE-TRIAL

St. Moritz hotel was ordered by Judge Woodbury in the New York Federal Court last week to submit itself to the Society of European Stage Authors and Composers for an examination before trial. Suit, which SESAC had brought against the hotel, alleged that music controlled by the former was played without the required license.

SESAC set \$500 per year as the license rate for the St. Moritz, but the hotel has elected to let the court decide the issue.

Sky Club's Big Start

Pittsburgh, Aug. 6. Despite tuff break in weather. Sky Club, Pittsburgh's latest outdoor dance spot, got away to a flying start last week. Spot, which accommodates 2,000, drew around 3,000 in its first two nights.

Orchestral mix-up which sent Don Bigelow here instead of Ted Black at last minute was due to MCA's offering of Black when latter was under contract to OCA. As a result, OCA and not MCA sent Bigelow, who is a former Pittsburgher, to Sky Club.

Vincent Rose Bankrupt

Vincent Rose, songwriter and pianist, sought a financial bath from the New York Federal Court last week.

Schedule he attached to his bankruptcy petition gave his liabilities at \$2,915 and assets none.

Cato's Vagabonds are at Tybrian Pavilion Savannah Beach. Broadcast over WTGC, Savannah for CBS.

Warner Subsidi Sign Anti-Bribery Pact with Provisos; Radio Warned

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York the following is the compilation for last week.

Plays are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general play popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

WEAF	WJZ	WABC
Title		
Very Thought of You	32	
Moon Glow	30	
All I Do Is Dream	28	
Never Had a Chance	28	
With Eyes Wide Open	27	
Once in Lifetime	26	
I Only Have Eyes	25	
Love in Bloom	25	
For All We Know	24	
Sleepyhead	24	
Pardon Southern Accent	21	
Thanx for Lovely Eve	20	
Dancing on Rooftop	19	
Say It	19	
Spellbound	18	
I'll Close My Eyes	17	
The Breeze	16	
Cocktails for Two	14	
Dames	14	
Counting on You	14	
Rollin' Home	14	
Prize Waltz	14	
Take Lesson from Lark	14	
I Still Do	13	
I'm Satisfied	13	
Moon of Desire	13	
Then I'll Be Tired	13	
Tonite Is Mine	13	
Oh, You Miser	13	
Don't Let It Happen Again	12	
Wish I Were Twins	12	
Panama	12	
Moon Was Yellow	12	

Harms, Inc., and T. B. Harms, Inc., have signed the publishers' pledge against paying for plugs and furnishing free special arrangements. But the agreements in both cases have strings attached to them.

The two Warner Bros. publishing subsids reserved for themselves the right to withdraw from the pact in 90 days if by that time the entire industry had not been signed up, or if indications were that there was no chance of achieving this objective in the near future. Two Harms outfits are the only firms in the pact that have made their participation subject to this condition. Belief is strong in the trade that the Robbins Music Corp. will be agreeable to coming in on the pledge under a similar proviso.

Radio code authority has cautioned NBC, Columbia and indie stations throughout the country against laxity in the enforcement of the anti-bribery provision in that industry's code. Warning followed the receipt of a letter from John G. Paine, telling of the adoption by the music publishers of the pledge against any form of plug-payoff.

Mills Returns To Brunswick; Gray's Big Job

Irving Mills switches his recording affiliations back to Brunswick, effective Sept. 1. Mills' contract with RCA Victor, entered into about a year ago, expires the end of the current month. Involved in the move are Cab Calloway, Duke Ellington, Mills Blue Rhythm band, Joe Venuti and the Ina Ray Hutton all-girl unit. With the Brunswick-Columbia consolidation, Mills will also serve as a specialist in contriving novelty instrumental and vocal combinations.

With the assignment to Harry Gray of supreme authority over all labels controlled by the Brunswick and Columbia firms, the Setay interests, which controls both companies, has entered into a new policy in the matter of artists' contracts. Under the new arrangement, all contracts will be made direct with the recording companies. Previously, the recording bandmen and warblers did their business with the executive in charge of the bookings, with no checkup being made to determine whether these artists had written agreements which put them under direct obligation to the company.

Labels coming under Gray's authority consist of Brunswick, Columbia, Cameo, Vocalion, Okeh and Perfect. As the designator of what productions are to be turned-out, for each label, Gray will be faced with the problem of keeping the instrumental and warbling names well distributed so that one list won't have more attractions than the other. It is the first time in 26 years of the phonograph business that a single person has had that number of labels under his supervision, simultaneously both as to booking and recording.

Gray for the next several weeks will tour the country, lining up local artists and revamping his organization.

Chicago, Aug. 6. Merging of the Columbia and Brunswick record sales force brings Harry Victor and Walter Pugh over to the American Record Corporation offices from the old Columbia staff. Victor will handle the northside for American Record Corporation's Columbia-Brunswick sales, while Pugh continues for the Milwaukee territory.

Herb Alpert remains in charge of the midwest division for the three-way setup. Allen P. May moving the Columbia sales force into the Brunswick building, and complete merging to be set by Aug. 13.

Musicians Ballot On Reds' Future In N. Y. Local

Members of the N. Y. musicians local have been asked to vote on the proposition of whether they wanted communists to remain in the organization. Balloting on this question is being done by mail.

Cards, containing two queries, were mailed out to the Local 802 membership last week. One question was, 'Do you approve of communists agitating within the union?' and the other, 'Shall communists be permitted to remain members of Local 802?'

Card explained that the taking of this vote was made a condition of the local's going self-autonomy. Resolution permitting the New York branch home rule was passed at the Cleveland convention of the American Federation of Musicians in June.

Noble Here Oct. 1

Ray Noble's arrival from England has been set for Oct. 1. While on this side, the band leader's radio affairs will be managed by Rockwell O'Keefe, Inc., and his theatre and dance tour bookings by the William Morris office.

J. N. Mathes, Inc., agency on the Bromo Seltzer account, last week offered \$1,750 a broadcast for Noble after listening to a program made up of Noble phonograph recordings. Proposition was turned down.

Red Cross Dance Tour

St. John, N. B., Aug. 6. Don Messer's Corn Nubbin' orchestra, from GHSJ, St. John, is touring the provinces of New Brunswick and Nova Scotia.

Tour is through a tieup with the Red Cross Society and the radio station. The Red Cross takes a percentage of the net on the dance arranged.

JULY MUSIC UP EAST, OFF IN CHI AND L.A.

July pulled the sheet music business in the eastern area slightly out of the doldrums, with two picture tunes serving as lively pacemakers. Windup of the month found the leader of this duo, 'I'll String Along With You' (Wynneck), accounting for a turnover of 220,000 copies. Other screen ditty that experienced strong going through July was 'All I Do Is Dream of You' (Robbins). Dealer orders the first week of August indicated a bright outlook for that month.

Non-copyright, 'Man on the Flying Trapeze,' continued to get a hefty call through July. Showing signs of being headed for No. 1 position was 'Moon Glow' (Mills), while 'Spellbound' (Santaly) almost edged itself over among the six best sellers. Other corner-uppers as disclosed during July were 'Prize Waltz' (T. R. Harms), 'For All We Know' (Felt), 'Sleepy Head' (Rob-

(Continued on page 42)

Unit Floor Shows For Md. Nite Spots; Ten Weeks Mebbe

Baltimore, Aug. 6.

Looks like niteries hereabouts may have unit floor shows next winter, following lead of last season's vaudeville trend. The National Agency of this town, which books some fifteen spots in this territory, is drawing up plans for three-acts-plus-line shows which they want to routine by themselves if feasible and possible, or buy intact out of New York.

Present plans call for \$300-\$1,000 outfits, which will represent a considerable hike over budgets now in force among niteries in these parts, but agency claims it has operators interested in plan. As it books spots spread through Maryland, Pennsylvania and District of Columbia, it in event all spots come in, could offer about ten weeks solid and unconflicting time.

BALTIMORE BIERSTUBE EXTENDS INTO WINTER

Baltimore, Aug. 6.

Mayfair Gardens, big beer hall that is the local approximation of Billy Rose's Casino de Paree of New York, is planning to make a winter go of it. In a spot originally modeled, and used, for ice hockey, Gardens' niterly policy was to be in force for the summer only, reverting to ice in October, but, according to present plans, management will carry on along current lines through the winter.

Effective this week, Jack Menton is out as manager, with Hen Zimmerman replacing. Latter halls from York, Pa., where he promoted dances. Also as of this week, Arthur Fisher is booking the floor shows into Gardens. Lady San Mey pencilled in the current turns, it is reported a local agency, the National (Bergere-Trou) will handle the account in future.

A Musical Icon from the West

HAL GRAYSON
and His Orchestra

Featured at the Olympic Hotel in Seattle and, according to hits of the hour, via that much visited spot. Their music books include:

"I SAW STARS"
"A NEW MOON IS OVER MY SHOULDERS"
"SLEEPY HEAD"
"ALL I DO IS DREAM OF YOU"
"ONCE IN A LIFETIME"
"MOON OF DESIRE"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
NEW YORK

JULY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JULY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'I'll String Along With You' (Freddie Martin Orch.)	'I'll String Along With You' (Freddie Martin Orch.)	'I'll String Along With You' (Freddie Martin Orch.)
Song—No. 2	'All I Do Is Dream of You' (Robbins)	'All I Do Is Dream of You' (Robbins)	'With My Eyes Wide Open' (Phil Imler-Martin Orch.)
Song—No. 3	'Little Man, You've Had a Busy Day' (Mills)	'Little Man, You've Had a Busy Day' (Mills)	'All I Do Is Dream of You' (Robbins)
Song—No. 4	'Cocktails for Two' (Mills)	'Man on the Flying Trapeze' (Mills)	'Cocktails for Two' (Mills)
Song—No. 5	'With My Eyes Wide Open' (Phil Imler-Martin Orch.)	'Sleepy Head' (Mills)	'Sleepy Head' (Mills)
Song—No. 6	'Man on the Flying Trapeze' (Mills)	'With My Eyes Wide Open' (Phil Imler-Martin Orch.)	'I Never Had a Chance' (Casa Loma Orch.)

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'I Never Had a Chance,' 'Long May We Love' (Casa Loma Orch.)	'Margie' (Claude Hopkins Orch.)	'Soft Green Seas' (Ted Flo Rito Orch.)
BRUNSWICK—No. 2	'Rollin' in Love,' 'Born to Be Kissed' (Freddie Martin Orch.)	'Sleepy Head' (Mills Bros.)	'With My Eyes Wide Open' (Phil Imler-Martin Orch.)
BRUNSWICK—No. 3	'Margie,' 'Everybody Shuffle' (Claude Hopkins Orch.)	'Freckle Face, You're Beautiful' (Ted Flo Rito Orch.)	'All I Do Is Dream of You' (Freddie Martin Orch.)
BRUNSWICK—No. 4	'Sleepy Head,' 'Put On Your Old Grey Bonnet' (Mills Bros.)	'I'll String Along With You' (Ted Flo Rito Orch.)	'Money in My Pockets' (Mills Bros.)
BRUNSWICK—No. 5	'My Old Flame,' 'Lights Are Low' (Guy Lombardo Orch.)	'Why Not?' (Hal Kemp Orch.)	'Spell Bound' (Casa Loma Orch.)
BRUNSWICK—No. 6	'A Lazy Day in the Sun,' 'Freckle Face' (Ted Flo Rito Orch.)	'My Old Flame' (Guy Lombardo Orch.)	'Freckle Face, You're Beautiful' (Freddie Martin Orch.)
COLUMBIA—No. 1	'So Help Me,' 'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Hot Lips' (Henry Busse Orch.)	'Moon Glow' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Moon Glow,' 'Breakfast Ball' (Benny Goodman Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)	'I Ain't Lazy' (Benny Goodman Orch.)
COLUMBIA—No. 3	'Rollin' Home,' 'Prize Waltz' (Ben Selvin Orch.)	'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Onyx Breakdown' (Joe Sullivan)
COLUMBIA—No. 4	'La Rosita,' 'Amapolita' (The Castilians, Luis Delano, directing)	'Born to Be Kissed' (Ben Selvin Orch.)	'Stomping at the Savoy' (Chick Webb Orch.)
COLUMBIA—No. 5	'Hot Lips,' 'Jealous' (Henry Busse Orch.)	'Freckle Face, You're Beautiful' (Ben Pollack Orch.)	'All I Do Is Dream of You' (Henry Busse Orch.)
COLUMBIA—No. 6	'I Only Have Eyes for You,' 'Born to Be Kissed' (Ben Selvin Orch.)	'I Ain't Lazy' (Benny Goodman Orch.)	'I've Got It' (Jack Teagarten Orch.)
VICTOR—No. 1	'Cocktails for Two,' 'Live and Love Tonight' (Duke Ellington Orch.)	'Dust on the Moon' (Eddie Duchin Orch.)	'Very Thought of You' (Ray Noble Orch.)
VICTOR—No. 2	'I Never Had a Chance,' 'Dust on the Moon' (Eddie Duchin Orch.)	'The Very Thought of You' (Ray Noble Orch.)	'All I Do Is Dream of You' (Jan Gardella)
VICTOR—No. 3	'The Very Thought of You,' 'I'll Be Good' (Ray Noble Orch.)	'Dames' (Eddie Duchin Orch.)	'Little Man, You've Had a Busy Day' (Isahm Jones Orch.)
VICTOR—No. 4	'String Along With You,' 'Fair and Warner' (Tom Conkley Orch.)	'Thank You for a Lovely Evening' (Don Bestor Orch.)	'Ridin' Around in the Rain' (Gene Austin)
VICTOR—No. 5	'Riptide,' 'I've Had My Moments' (Eddie Duchin Orch.)	'I Saw You Dancing in My Dreams' (Paul Whiteman Orch.)	'I Never Had a Chance' (Eddie Duchin Orch.)
VICTOR—No. 6	'Dancing on a Roof Top,' 'Moon Glow' (Don Bestor Orch.)	'Moon Glow' (Don Bestor Orch.)	'My Hat's on the Side of My Head' (Ray Noble Orch.)

SHIFT NAME BANDS

Coast MCA Pencils in Units for Autumn

Los Angeles, Aug. 6.

Music Corporation of America offices here has started its fall shifting of name bands.

Happy Felton closes at Bal Tabarin, San Francisco, Aug. 16, then plays several one-nighters and opens at the Youree hotel, Shreveport, La., Aug. 24. Tom Gerun band replaces at Bal Tabarin (17).

Carol Lofner closes at the Gunther, San Antonio, Tex., Aug. 8, to begin a tour of single niteries.

Jan Garber outfit winds up its summer run at Catalina Island Aug. 26, opening Sept. 1 at the Trianon, Ballroom, Chicago.

Don Cave has replaced Al Lyons at the Lido (Hotel Ambassador) here, Lyons currently playing an engagement at the Spreckles, San Diego.

Jay Whidden engagement at the Deauville club here has been extended to Labor Day. Hal Grayson closes at the Club Victor, Seattle, Aug. 12, and goes on tour.

Gus Arnheim band is definitely set for the Cocoanut Grove at the Ambassador here until Oct. 1, at which time Ted Flo-Rito will return. Flo-Rito currently is at the Palace, Chicago. Band's present tour is reported by MCA as drawing around 60% better than its previous invasion of the one-nighters. Outfit grossed \$7,900 at Portland and \$14,000 at Seattle, for week stands.

MCA has spotted Johnny and Edna Torrence for an additional four weeks at the Cocoanut Grove here.

GENE AUSTIN INTO GROVE

Los Angeles, Aug. 6.

Gen Austin, and stooges open tomorrow (7) night at Cocoanut Grove, Ambassador hotel, for a six-week stay. Grove's holding six weeks' online.

Robert Kerr handled for Austin

Music Notes

Canadian Bandmasters' Association will hold their annual convention in Toronto Aug. 31 and Sept. 1. Expected 200 from all parts of Canada will attend.

Bill Nappi is back at the Pickwick Club, ace night club in Birmingham.

Remick has taken over the score of 'Convention Girl,' First Division release. Numbers set for publication are 'You Ought to Be Arrested' and 'Sand in My Shoes.'

Jack Mills, during his stay in Europe, sold 'Christmas Night in Harlem' and 'I Won't Think About Tomorrow' to Francis Day & Hunt.

(Continued on page 55)

Weber's London Visit May Mean Hylton U.S. Okay

London, Aug. 6.

Important developments are expected during the current visit of Joseph Weber, president of the American Federation of Musicians. There's even talk that Jack Hylton might visit America professionally.

At the international offices of the union in New York, it was declared yesterday (Monday), that Weber was in England as part of an eight-week vacation he had been ordered to take by the A. F. of M. convention of last June, and that if he were holding discussions with the British unionists' their character was unknown here.

Name Recorders Say They Won't Wax If 1-Lungers' Disc Plugging Continues

Night Club Review

CAFE MARGUERY

Philadelphia, Aug. 6.

For a town whose annual summer exodus to the shore points is proven history, Philly still is keeping this room close to its heart and bankroll. A lowering of the tariff to a \$1.00 minimum may have much to do with the situation, but the main attraction continues to be top-notch entertainment and a sophisticated atmosphere heretofore well hidden in Quakertown.

New show opener finds Joe Frassetto's band appear from afternoon dancants, supplanting Vincent Rizzo's unit and doing a shade better job. Star billing goes this week to Arthur Bora, air-casting mimic who walks off with all honors and then some. Night reviewed, usually staid audience rose from its feet and accented Bora nifty reception. He encoored into a twenty-two minute stretch. Show also marks the return of Kathryn Rand, comely dancer, who was severely burned in an accident here two months ago.

Routine opens with the Verecell Sisters, a smooth dancing duo who make the initial spot a happy one, leading into a fair ballroom glissade by Wallace and Arnold. Miss Rand's turn comes the blues singing of Violet Love, a holdover from the previous bill. (Gals had had an exceptional run here and snared a CTS contract as a result. DeMay, Moore, and Martin offer a comic dialogue, with Bora's turn following. Ace, Keller Sisters and Lynch, happily round out the show, which with repeats by the dance teams, clock a long 90 minutes.

Until the phonograph recorders achieve some means for copyright protection and restriction of broadcastings of phonograph disks, certain name bands will no longer permit themselves to be waxed. These artists, having radio commercials, at least it's no break for their sponsors if some cut-rate neighborhood clothier, for example, can give out a spiel that 'you will now hear an electrically transcribed program of Paul Whiteman's latest dance styles through the courtesy of So-and-So.'

These spot broadcastings use all sorts of fancy names to get around the direct idea that they're broadcasting records. They call 'em transcriptions, electrical synchronizations and allegedly slur over these phrases because Federal Radio Commission statutes compel them to do so.

Attitude of the name artists is that there isn't enough in it from the disk revenue if they can't be protected. Seemingly, any station, through the blanket ASCAP copyrighted music privileges, by payment of a license fee, has access to any and all sorts of public performance of music, whether recorded or otherwise. Since they pay 75c for the record, the law is deficient whereby Brunswick, Victor, et al. can enjoy any station from publicly performing these disks.

The companies themselves have been peeved for a long time but realize they have no redress. The new Communications Commission, set up as a post-NRA body to watch over telephone, telegraph and radio, is now looked to for some redress, as the repeated radio performance of any phonograph record is likewise deemed a sales deterrent to the disk maker's product as well as a professional handicap for the artists.

STAGE NEEDS H'WOOD'S HELP

Piermont Moving Into Schenck's Spot On Big Loew Book, but 'Unofficial'

Sidney Piermont moves into the top booking spot in the Loew booking office this week, supplanting Marvin Schenck, who henceforth will take an active interest in Loew's theatre operating affairs for the purpose of eventually stepping into an important executive position "around the corner."

The change for Piermont means he will book the 'big time' houses in addition to the 'lesser' theatres, which he has booked all along. The 'big time' book in the Loew office embraces the Capitol, N. Y., and the circuit's other de l'uxes.

As is the case with other changes within the Loew organization, there probably won't be an official announcement.

Schenck will in the future be more concerned with the theatre end of Loew's than in the past, but won't sever his booking office connections entirely. The circuit has indicated it does not wish to lose the benefit of Schenck's expert knowledge of stage booking, and for that reason he will retain supervisory powers in the booking office.

For the time being it's unlikely the new booking setup under Piermont will close the more important booking deals, such as buying names and the settling of high salaries for acts, without consulting Schenck.

J. H. Lubin remains general manager of the booking office and its nominal head. Status of Louis K. Sidney also remains unchanged, with Sidney to continue in charge of all booking and production for the de l'uxes, particularly the Capitol.

Allen-Eddy's Balto RKO Booking Office, But N.Y. Knows It Not

Baltimore, Aug. 6. James Allen, Jr., and E. R. Eddy, hitherto unknown hereabouts, have opened an agency here tagged Hollywood Theatrical Enterprises, and are representing it as the local RKO booking office.

They have been soliciting among cabarets and nightclubs, and in one instance, penned a letter to Freddie Schmuft, general manager for Duxie Enterprises here, which has the State, split-week vaudeville booked by Eddie Sherman out of New York, offering acts and units.

In the letter to Schmuft, stationery upon which it is written bearing references to other offices of outfit in New York and Hollywood, the opening paragraph stated, 'RKO wishes to announce the opening of a branch office in Baltimore.'

RKO's h.o. in N. Y. declares it has not established vaude booking office in Baltimore, nor given powers of representation to any outside outfit.

Dubinsky Time

Chicago, Aug. 6. Cursey Dubinsky in town arranging for some vaude for his Jefferson City and St. Joseph spots. Starts this fall with musical acts on a Wednesday to Sunday run.

To be booked through the Billy Diamond office here.

Showboat Actor Drowns

Frank Burke, 24, performer with the Periwinkle Showboat, which plays up and down the Long Island Sound, was drowned Saturday night (4) off Stony Brook, L. I. Burke accidentally stepped off the pier at which the showboat was moored and went down before aid could reach him.

Stephens and Brunelles' Close Call in L. I. Sound

South Norwalk, Aug. 6. Fred Brunelle, manager of RKO Madison, Rgoklyn, had a narrow escape when his open launch stalled in a Long Island Sound storm off here Saturday.

Brunelle and his sister and brother-in-law, Mr. and Mrs. Harry Stephens, known in vaudeville as Stephens and Brunelle, rowed to a lighthouse, where they were taken on deck until the storm subsided, then to shore in a passing tugboat.

Wash. Warns Boston Bookers Pay Code Salaries, Or Else

Deputy NRA Administrator R. E. Gaffney, whose headquarters are in Washington, D. C., has warned the Boston vaude and club bookers that violations of the amusement code would result in severe penalties. P. W. Glendinning, Boston code administrator, invited Gaffney to the Hub to put the bookers on the carpet after agitation by the American Federation of Actors.

Gaffney called in the Ross-Fenton Agency and the Golden Amusement Company, telling them that unless actors were paid at least the code minimum, the theatres and cabarets involved would be closed. His warning was also sent to the other agencies and booking offices in Boston.

The deputy administrator also took steps to stop the so-called professional tryouts and free auditions by telling the bookers that even "amateurs" must receive the \$7.50 minimum daily wage when appearing before paid audiences.

Ralph Whitehead, executive secretary of the AFA, a few weeks ago filed a number of complaints against New England theatres booked out of Boston.

STATE, N.Y., DATE KEEPS C.C. REVUE FROM CAP

Through the Cotton Club show being first at Loew's State on Broadway a fortnight ago, it killed the Capitol engagement for the whole run. Instead, Mills Blue Ribbon Band (Lucky Millender directing) alone is at the Cap currently.

However, the unit as a whole resumes Aug. 24 at Loew's Met, Brooklyn, and the Valencia, Jamaica, the week after.

Adeline Hall has been spot-booking herself at the Academy, N. Y., while the entire unit couldn't be booked.

Ex-Mayor Turns Booker

J. Conchus Tucker, ex-mayor of Rochelle Park, N. J., has formed the Universal Amusement Ent. Ltd., with offices in New York. Will book and conduct shows for organizations.

Rose Soloing

Harry Rose is doing a single again, the Ed Sullivan unit having finished his bookings. Rose opened solo the current first half at the Academy, New York.

BACK TO 'FOLLIES'

Loretta Dickinson severs her vaude partnership with Wilbur Hall after this week to resume with the Folies in Chicago, Aug. 26. She was with the revue during its N.Y. Winter Garden run.

CIRCUITS SEEK PIX-STAR FLOW

Operators and Bookers Feel Only Film Personalities Can Gap Dwindling Talent Ranks—Have Never Achieved Friendly Booking Relations with Coast Affiliates

CAP'S EXAMPLE

New York vaudeville booking offices are looking westward now with hopes of establishing closer relationships next season with their affiliated Hollywood picture studios. In an emergency that arose during the height of the recent church-film agitation it was formerly brought home to the eastern circuit theatre bookers and operators that under the present system they can't depend on even their own film-producing cousins for help during times of stress.

None of the booking offices has ever succeeded in establishing a sound working agreement with a studio. In the past there have been instances where relations between affiliated booking offices and studios have been so cold that the studios have booked their stars in opposition theatres for the sake of a couple hundred more dollars in salary.

About the only consideration the booking offices receive from their related picture companies is first call on the stars, when available. But the studios afford the booking offices no protection against competitive bidding from the outside. Competing theatres, by topping the studio's affiliated theatres' salary bids, have frequently grabbed picture names away from the family circle.

The Loew booking office's relationship with its film affiliate, Metro, is the only one that has approached the cordial stage in the past. Last season Loew obtained a series of Metro's top names for personals in the east, with the studio going as far as permitting its stars to gamble with the theatres on percentage deals. From that it appeared that a co-operative studio-booking office working agreement had finally been made.

MGM's Loew Turndown

But when the recent emergency bobbled up, the Loew-Metro 'agreement' was just one of those things, made when convenient to the studio and not based on a spirit of helpfulness between one parent company affiliate and another. Loew's Capitol theatre on Broadway, ac house of the circuit, found itself without a picture for the following week when forced to set back the booking of the new Harlow film.

No substitute Metro releases were available, so the New York office scoured the indie film field for an emergency filler. But nothing was located there either. In desperation the booking office sent out an SOS for a stage name, but that measure also failed. Then a plea to Metro for the loan of a contract player for a personal appearance met with a reply that all the studio's names were either working in pictures or away on vacation.

Cap's Crimson Splash

Unable to get any help from the indie, let alone the outside, the Capitol fell into the trap of buying "Min and Bill" (Metro), playing it as a revival and lost heavily on the week.

Vaudeville circles, with the Capitol example in mind, feel that in such an emergency an affiliated film studio can somehow find a way to deliver a film name for a week.

There's another reason for the east's desire for closer studio relations. The year-end quickie, and the theatre's sterility as a maker of stars continues. Each

Defeated in First Attempt, Moss To Continue Agency License Fight; Court Recognizes 'Personal Mgrs.'

Calloway to Interstate On Direct Booking

Hobbitzle-O'Donnell Interstate group has set the Cab Calloway band on a percentage arrangement as a special attraction before the return of regular stage shows in the theatres. Calloway opens at the Majestic, Houston, September 21, with six or more weeks to follow, but as yet unset. It's a direct booking between the theatres and Irving Mills. Charles Freeman booked the Interstate with units last season. This season's policy has not been settled.

'Favorable' Is RKO's Report on Reaction To N. Y. One-Actors

First weekend of the one-act experimental vaude shows RKO has placed in six of its New York and suburban theatres was 'very satisfactory' as to the biz it attracted, according to Nate Blumberg. Circuit is waiting for a further line on the drifting power of the stage-shows and future screen product, before amplifying to five and six acts as a regular policy.

The one-act shows, without pit accompaniment, went into the Fordham, White Plains, Yonkers, Mount Vernon and New Rochelle, and Flushing Saturday (4). Acts were of the comedy-singing-dancing type furnishing their own musical accompaniment.

Previous week the Franklin, Bronx, tried a five-act show for weekends only, and with 'Baby, Take a Bow' (Fox) on the screen, broke the house record for the two days. Reception vaude received at that spot induced RKO to experiment elsewhere.

DIAMOND SUES ROBBINS ON CONTRACT BREACH

Chicago, Aug. 6. Attachment suit has been filed against Pop Robbins, of the Robbins Family, by Billy Diamond for alleged breach of contract. Claim is that the Robbins Family, booked into Lou Reinheimer's Roseland State, accepted a different booking from a rival circuit and did not appear at the Roseland theatre. Henry Kalcheim is handling the attachment proceedings for Billy Diamond and Lou Reinheimer.

New 100G Marsh Vs. Greyhound Trial

Chicago, Aug. 6. Andrea Marsh, vaude and other warbler, was granted a new trial in her claim against the Greyhound Bus lines for \$100,000 damages in an accident early this year. Case had gone to trial before and a verdict of no liability for the bus lines was rendered.

season sees the number of dependable drawing names grow skinner. Radio, as the new source of supply, has not been highly productive. Therefore, more and more dependence must be placed on Hollywood, with bookers convinced that these "starlets" with the studios will be the necessary next reason that ever before.

License Commissioner Paul Moss will issue summonses to two or more New York agents this week as violators of the General Business Law in continuing his fight to license the theatrical firms as employment agencies. Connolly figures that he lost his initial attempt in Special Sessions Court Thursday (2) only because the assistant Corporation Counsel, prosecuting for the city, was not sufficiently versed in theatrical lore.

Moss, following the dismissal of the charge against Charles Allen (Curtis & Allen) of operating an unlicensed employment agency, declared he would continue to strive for licensing of the agents.

If failing in his next court attempt, Moss stated, he will ask the Board of Aldermen to amend the employment agency law so that anybody procuring a job for another person, whether or not it is incidental to managerial duties, will have to be licensed. He added that until the licensing question is definitely settled, he will not attempt to get the various vaudeville booking offices in New York to use uniform and equitable contracts.

Special Sessions Judges Kernochan, Dale and Flood, in dismissing the charge against Allen, ruled that the agent's activities in procuring employment for actors are only incidental to his managerial activities, such as advising actors on the

(Continued on page 49)

NVA DECISION DUE THIS WEEK

Verdict is due this week from New York Supreme Court Justice Valentino, who last week reserved decision on Henry Chesterfield's petition to examine before trial the directors of the NVA Fund. The requested examination relates to the civil suit which Chesterfield has started on behalf of the NVA Club. It was Justice Valentino who the week before had denied Chesterfield's motion for an NVA Fund receivership and accounting.

Benway Heads NVA San Show Committee

Patients at the N.V.A. San at Saranac are getting set on their show, which will be given Aug. 19. Dr. Karl Fischel appointed Happy Benway, Tommy Vicks, Eddie Vose, Chris Hagedorn, Danny Murphy and Hazel Gladstone a committee in charge, with Benway as chairman. He sat in with them at their first meeting, July 31, and then left it up to them to put on a good show. A number of visitors are expected to be present, many already having sent acceptances.

Schenck's Chi Look-See, But No Deals Made

Marvin Schenck, Loew's leading head, tripped to Chi last week on a hunt for attractions. He pondered the 'Polish Boy' show at the French Casino, among others, but made no deals.

Downey's Chi Return

Marion Downey will likely return to the Chicago Theatre, Chicago, after a four-week run starting Aug. 26. This act will follow a week's stand at the Chicago Theatre.

F&M Ready 17 Road Units to Trek By Nov. 10; Wampas Babes' Tour

Hollywood, Aug. 6.

Although virtually out of stage production on the Coast, Fanchon & Marco expect to have 17 road show units on tour by Nov. 10. First of these to get started will be the Georgia Minstrels, called in three weeks ago after a season on tour, for a revamp.

Capt. Dobbie and his Happy Time Ship of Joy unit begins an F&M tour Sept. 18. This will be followed by Blackstone.

F&M is negotiating to send out

the 13 Baby Wampas stars of 1934 as a unit, including Shaw and Lee and Vince Barnett, to be booked simultaneously with the screening of Mascot's 'Young and Beautiful,' in which the babes are featured.

Money Diff Holds Up Ina Hutton's Brit. Dates

A hundred pounds difference is keeping Ina Hutton and her Melodians (girl band) from sailing for London.

Irving Mills, her manager, has been offered £400 and transportation; holding out for 500 and hopes to get it.

U. S. Acts Abroad

Frank Belmont has set four U. S. acts for vaude in Great Britain.

Lady Alice's Pets open in Liverpool Aug. 28; Charles and Grace Keating follow in the same town the following week (27); Billy Rolis and Dorot' y open at the Royal theatre, Edinburgh, Scotland, Sept. 17, and the Three Dusky Cadets start in Glasgow, Oct. 1. All have further time to follow.

New Trio

Charlie Allen (Curtis & Allen), while under questioning in the agency licensing case in Special Sessions, New York, last week, reeled off such salary figures as \$4,500 for one act, \$5,000 for another act, \$6,500 for another, etc.

Apparently surprised by the mention of all that coin for vaudeville actors, the presiding Justices Kernochan, Dale and Flood put their heads together and went into a huddle on the bench.

'They're no chumps,' stage-whispered Allen. 'They're forming a trio.'

NO LIMITS SET ON COIN FOR NAMES

Agents expect to reap a harvest on name booking next season, with all major booking offices having already indicated there won't be any coin limits placed on really drawing stage attractions. Competition for the few real draws is as stiff as ever, and this time the inhibitions are off, so the likelihood is that some new highs in guarantee and percentage deals may be set during '34-'35.

In the past it has been the custom around this time of the year for bookers to announce a 'positive' outside limit for salaries for the coming season. But the bookers have always overlooked their resolutions when finding something that looked good to them.

This time nobody has mentioned a salary limit. Agents have been informed, however, that there won't be a market anymore for synthetic names, but that an authentic one will be welcome any time.

Agents are counting heavily on the effects of the film morals agitation for aid, figuring the cleaned up pictures will necessitate accentuation of the stage end by the theatres.

Maynard's 1-Niters

Ken Maynard and his film horse, 'Tarsan,' are continuing their one-niters to Chi and thence to the Coast after closing at Steel Pier, Atlantic City, this week. Martin Wagner, of the Morris agency, is handling the itinerary.

He opens at the Oriental, Chi. Sept. 1 for a week following one-niters, and thence hops to the coast to resume a series of westerns for Mascot on Sept. 15.

Hollywood, Aug. 6.

Five-a-day grind proved too much for Tarsan. Ken Maynard's steed, on star's personal appearances in east. Horse got sick on the show diet, so Maynard cut short some of his bookings, and returns to Mascot several weeks ahead of schedule. First film will be 'Down in Old Santa Fe,' slated for shooting Sept. 4.

Loew's Evansville Vaude Tester with Ellington

Evansville, Aug. 6.

Loew's Victory (straight pix) picked up the Duke Ellington unit, passing through on a layoff between regular bookings, for a one-day stand yesterday (Monday).

Booking served a double purpose, enabling house to pick up some extra coin and also determine the local appetite for stage shows.

Par Wants 20-People Units for South At \$125 Per Day—Try and Find 'Em

Paramount last week asked the New York vaude producers to furnish the southern end of the circuit with minnie revues that can play one and two-niters at figures ranging from \$125 to \$200 per day. Shows Harry Kalchheim, booker, wants would contain 18 to 20 performers.

The producers sounded out on the project were mostly those who were active last season in the furnishing of units for the Interstate in Texas. All of them told Kalchheim they could not produce units that cheap and pay performers the \$7.50 minimum required by the code, nor could they make a profit or even get their investments back.

Most of the time, Kalchheim told the producers, would be in the Carolinas, in the Wilby-Kinney houses which are 50%-owned by Paramount. As he outlined it, there will be 10 spots that can pay units \$125 daily; six at \$150, and four which can pay \$200 per day. They're to start operating with stageshows around Oct. 1, with Paramount issuing blanket contracts guaranteeing at least two weeks to each unit.

Wants Stage Shows
These same spots wanted the units last season as they came off the Interstate time, offering to play them on a strictly percentage basis, but nothing ever came of it. A couple of weeks ago, at the meeting in New York of all Paramount operators, most of the managers asked for stage shows. This was

the forerunner of the Kinney-Wilby offer through Par.

At \$7.50 per day for 18 people, the salary list of a unit would alone total to \$135. Transportation costs, besides costume, scenic and stage-hand expense, would put the budget well above \$200 for each minnie revue.

The nameless units which played the Interstate last season received anywhere from \$3,250 to \$3,750 each per week, and contained as many as 40 people.

GROSSES

Demand Houses Reopen for



GENE DENNIS

IN ENGLAND

"World Renowned Psychic"

ALL ENGLAND RESPONDING AT BOX-OFFICE IN PROVINCIAL MUSIC HALLS

Direction
MILES INGALLS
CURTIS & ALLEN OFFICE
RKO Bldg., Rockefeller Center
NEW YORK CITY

ORPHEUM, Los Angeles (Aug. 1)

BEE and RAY

GOMAN

NEXT-TO-CLOSING
Direction NAT KALCHEIM

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING ANNEX

160 WEST 46TH ST.
BRyant 9-7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

AL VERDI

With MISS THELMA LEE

This Week (Aug. 3)
ROXY, NEW YORK

BACK FROM EUROPE

SIBYL BOWAN

This Week (Aug. 3) Next Week (Aug. 10)
RKO ALBEE, BROOKLYN RKO PALACE, NEW YORK

DICK TWO DAVEYS SHADON

"DAVEY IS THE NAME"

This Week, PALACE, Chicago
Next Week, Aug. 10, FOX, Detroit
Western Rep., MAX TISHMAN

CARR BROTHERS

AND

BETTY

Back Again After a Successful European Tour

THIS WEEK (Aug. 3) PARAMOUNT, NEW YORK

NAT KALCHEIM
Wm. Morris Office

Direction
ALEX HANLON
For Loew

GRACE DU FAYE

And COMPANY

SENSATIONAL CONTROL DANCER

LOEW'S STATE, NEW YORK (This Week, Aug. 3)

Direction
LEDDY & SMITH—HAL SANDS

EMILY VON LOSEN

Last Season with EARL CARROLL'S "VANITIES"

(Road Show)

Just Returned East After a Successful Seven Months' Stay in Chicago
This Week (Aug. 3), PARAMOUNT, New York

Direction NAT KALCHEIM, Wm. Morris Office

Just Concluded 15 Weeks at BILLY ROSE'S MUSIC HALL, for Which I Want to Thank Mr. ROSE

BUSTER SHAVER

with OLIVE and GEORGE

THIS WEEK (Aug. 3), PALACE, NEW YORK—Return Engagement Within Three One-Half Months

VARIETY
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15 YEARS AGO

(From VARIETY and Clipper)

National Ass'n of the M.P. Industry, in convention came to the conclusion that 'the life of the business depends upon the right of the producers to put forth whatever pictures they see fit, restricted only by public sentiment.' Exhib organization.

Universal dug up a half-brother of Charlie Chaplin and put him under contract for the name. Never used him.

Goldwyn was experimenting with the idea of having the author sit in on the production of his story. Rupert Hughes the first.

About to open Capitol theatre, N. Y., was renting its office building space at \$4 a square foot. Record price for the time.

Newly devised plan of percentage playing of pictures held to favor showing of big pics at legit theatres. Didn't work out that way.

Jack Dempsey was getting \$15,000 a week to head a vaude company of seven acts and his light pictures. Playing K. & E. time.

Jake Lubin succeeded Joe Schenck as Louie booker.

Henderson's, Coney Island theatre and restaurant, passed to United Cigar stores. One of the old timers and sadly missed.

Burley companies rehearsing out of town so the chorus girls could not hop to another show.

Shuberts announced 200 shows for forthcoming season.

50 YEARS AGO

(From Clipper)

Burgess Field made a version of "Timon of Athens." Not yet well known and referred to as 'of the Chicago News.'

Lillian Russell was shipping in London and preparing to come home.

Great year for blowdowns. Only recently two shows were hit by the same storm in the northwest. Now Barnum's show was flattened at Cortland, N. Y., by the same storm that tossed over the Washburn & Hunting show in nearby Richfield Springs.

Clicking in with the 'white' elephant, another circus was offering a 'sacred Indian monkey.' Thousands of them around the temples of India, but the cornhuskers didn't know that.

Irving's Lyceum, London, closed, reason assigned that Ellen Terry had been vaccinated and the arm had become inflamed. Clipper intimated that it was the failure of "Twelfth Night" to click.

There were two comic opera companies in N. Y. with a weekly change of bill. Most towns had at least one those days.

A. M. Palmer bought the American rights to "Private Secretary." Popular for many years.

David Haisco back from London, where he had gone to see 'Called Back.' To make the American production.

Ernest Gye, of Covent Garden, had a tentative agreement to run the second season of Met opera.

(Continued on page 54)

Inside Stuff—Pictures

Key cities throughout the country in which individual church groups have waged the most vigorous fight have flourished from the standpoint of additional theatre openings.

During the months of May and June, an official industry report shows, some additional 10 theatres opened in Detroit, original hotbed of the campaign. Detroit was one of the first cities to circulate a white and black list of films. Despite this, during the most intensive part of that city's drive, July 1 showed only 37 theatres closed compared to 47 darkened in April.

Philadelphia and Boston, two main strongholds of the church attack, from which emanated the most publicity and drastic action, show slight gains in lighted houses over the same period.

Chicago and New York combined, however, showed an increase in dark houses of 27 for the same period. From April to June, inclusive Chicago closings went from 222 to 241; New York City from 132 to 139.

Waiting six months to decide what should be allowed as expenses of the seven weeks' equity receivership of Par prior to its going into bankruptcy, Federal Judge Woolsey has allowed \$125,000 ad interim, which means 'on account' and brings up the question of whether or not additional amounts may be sought later on when bankruptcy costs come up. Another unexpected portion of the decision deals with allowance of \$23,000 asked by Adolph Zukor as one of the equity receivers, Judge Woolsey withholds any allowance to Zukor because of threatened independent bondholder action. While attorneys say that Zukor is entitled to be paid, the amount in his case will not be determined until after any bondholder litigation.

In connection with withholding payment to Zukor because of possible bondholder suits (not the Frank A. Vanderbilt committee), Par trustees themselves are suing Zukor and others for recovery of \$12,000,000 on stock purchase agreements. Originally receivership allowances asked for was just under \$300,000.

Members of the film code authority are fully protected from damage actions individually or collectively by an amendment to the film code. This reads: 'Nothing contained in this code shall constitute the members of the Code Authority partners for any purpose. Nor shall any member of the Code Authority be liable in any manner to anyone for any act of any other member, officer, agent or employee of the Code Authority.'

Nor shall any member of the Code Authority, exercising reasonable diligence in the conduct of his duties hereunder, be liable to anyone for any act or omission to act under this code, except for his own wilful misfeasance or nonfeasance.

Denial is made by C. A. officials that codists themselves drafted this amendment because of fear of any possible litigation involving them. According to C. A. headquarters the amendment originated in Washington and was submitted to the C. A. for its approval.

Movement is under way in Hollywood to bring court airing of entire sound recording setup as it affects producers. Independents using unlicensed sound are already fairly well agreed to cooperate in a legal fight aimed chiefly at RCA, which is reported to be attempting to halt use of unlicensed sound and equipment.

Indies are trying to get the majors interested. Majors are known to be weary of paying the large royalty fees to Western Electric and RCA, and most of them are tied up under contracts that still have five years to run.

Plea of the Indies will fall on sympathetic ears on the major lots, and the two branches of production may get together for a real push against the electricals.

Negotiations by RKO to return to Walter Reade's Mayfair on Broadway this fall are confirmed as status quo at the moment, but understood possibility of a deal has not been dropped. Interested in getting back on Broadway for a straight film policy, RKO last week was well under way toward an agreement with Reade at better terms than before. Among the RKO receivership claims is one from Reade for future rent under a long-term lease on Mayfair.

While RKO Information is that negotiations likely will be picked up again later, possibly with RKO interested in still better terms, Reade declares there is nothing on so far as he's concerned and that he will continue to operate the Mayfair as a first run straight filmer.

Pathe is not taking over general control of the almost finished Falcon Pictures (Dave Thomas) indie production, 'Convention Girl,' as had been reported, but is interested as financial backer of the film. Thomas retains control.

Picture had one day to go when fog interrupted the shooting in Atlantic City, and will be finished this week. Rose Hobart and Herbert Rawlinson are the leads.

Additional time for filing objections to proposed assessment against members of production-distribution branch of film industry was granted last week by National Recovery Administration. Deadline was set back from Aug. 6 to 15. Only a very few kicks had been received up to Saturday (4), all from small independent distribution companies which felt they should be placed in lowest classification.

Warners studio has put the tabu on the Small-Landau agency. Ban is reported due to Edward Small's hiring as his aide, Milton Sperling, secretary to Hal Wallis, Warner executive.

Small, head of Reliance and partner in the agency, washes his hands of any desire to raid the studio, explaining that Sperling came seeking the job.

Providence Visitor, official diocesan organ, has been carrying reams of news on the film crusade here and throughout the country. Most of the local news has been featured by the quoting of Warner's figures to show fluctuation in business weekly, and comparing pictures and grosses.

First picture receiving Joe Breen's seal of purity to fall to come up to Catholic Legion of Decency specifications is Metro's 'Paris Interlude,' which has been held objectionable in spots in a supplemental blacklist issued in Chicago. Picture was the eighth to gain passage by Breen on the Coast.

William Anthony McGuire, scripting 'The Great Ziegfeld' for Universal, seeking legal permission to borrow a vast number of photos from the showman's estate in order that U's customers can duplicate the footlight originals.

Columbia has 25% of the new season's product booked by Radio City Music Hall. That's a total of 13 Col pix slated for the Hall starting with 'Night of Love' (Grace Moore) opening Labor Day week.

'Jungle Red Men' is looking for a buyer. Metro sunk \$125,000 on story and prepping including prelim trip into Amazon wilds by a scouting expedition. Studio then decided it was too costly to outfit troupe into heart of South American wilderness, and picture couldn't be shot in Hollywood. So van's on the market.

One of fastest productions to come in at Metro, 'Death on the Diamond,' has been finished in 16 days, two under schedule. After Lucien Hubbard went to Europe, Frank Davis supervised.

Inside Stuff—Radio

Charles W. Burton and Lewis S. Whitcomb, manager and assistant manager of WJLB, Boston, observe tomorrow (7) the 10th anniversary of their coming to the Edison station of Boston as heads of the company's broadcasting department. Station managers have come and gone in this vicinity, but Burton and Whitcomb hold the endurance record by several years.

In the summer of 1924, Burton was radio editor of the Boston Herald and Whitcomb held a similar position with the Boston Post. They applied simultaneously for a publicity job with the company's station, then under construction. To their surprise they were hired, not as publicity men, but head men.

Each had conducted a daily column in which he found considerable fault with radio. They were told to go ahead and put into effect the improvements they had been howling for. Also, they were told to make WJLB a paying proposition—in those days black figures and radio stations weren't on speaking terms.

When five small Seattle boys got wanderlust last week and went camping without permission, radio station KJR was the intermediary which found them and brought relief to their frantic parents.

Lads set out on their exploration of Puget Sound at noon in a flat-bottomed rowboat. As noon stretched into twilight and dusk into darkness, all available boats in the vicinity were pressed into a search for the quintet.

Finally the parents of one of the lads called KJR, asking that notices of the disappearance of the five boys be broadcast. At 9:30 the announcement was made. Before 10 o'clock, the boys were found. A listener on Vashon Island heard the broadcast, and while walking along the beach 20 minutes later found the boys around a bonfire.

Data compiled by CBS reveals that around 500,000 auto sets were disposed of by manufacturers the first six months of 1934. Using these figures as a basis the web estimates that by the end of the current year 1,500,000 cars in this country will be equipped with sound reception mechanisms.

Sale of this type of set in 1933 totaled 700,000.

'Hollywood-on-the-Air' has a serial thought as part of its Sunday night NBC program.

Chapter play is one of those extras making good in Hollywood affairs. Running seven minutes per chapter the top spots are filled by Ann Shirley and Geneva Hall.

Figures given out by E. T. Fisk of Amalgamated Wireless, assert that in Australia 10,000 people are employed in the radio industry, with wages totaling \$10,000,000 annually.

Inside Stuff—Music

Brunswick faces a great advantage through its Columbia Phonograph acquisition, as this gives both Brunswick and Col the international alliance of the powerful Columbia Phonograph Co. of London. Latter is headed by Louis Sterling, an American, who is highly regarded in British show circles.

Another angle on the forthcoming shift-over of some Brunswick artists into the new American Decca disks catalog is that this will benefit much new blood among Brunswick's new disk talents. These new recordings are expected to come to instantaneous attention because of the songs, if nothing else.

Obviously the top talent gets preference on top tunes, and since the extent of the popularity of the songs fundamentally attracts the public it will likewise react in favor of the artists. Heretofore Brunswick's top disk stars had their pick of material. With some reported shifting over to Jack Kapp's new Decca outfit, the newcomers will inherit the top-song opportunities.

Building at 739 Seventh avenue, N. Y., is becoming an important general music center all of a sudden. With Borlin and Robbins publishers respectively on second and third floors, Maurice Richmond's Music Dealers Service is taking over the vacated Knights of Columbus School space on the fifth floor. Irving Mills' various music enterprises is on the sixth, and Jack Kapp's Decca outfit is reclaiming the old Brunswick Recording-Labs on the seventh floor, which, too, were more or less dormant save for some electrical transcription work in which Warner Bros. have been engaging.

The late Harry Pinsley, MCA exec who was recently killed in a plane crash, had \$25,000 of insurance in two companies both of which are among the few underwriters who specifically except airplane accidents from their double-indemnity accident coverage. Otherwise his parents would have collected \$50,000.

Pinsley's parents are suing the air line for \$250,000 damages.

Inside Stuff—Vaude

Clark Brown, now managing Shea's theatre, Jamestown, N. Y., comments that he regrets to see his old employer, the late Frank R. Tate, of St. Louis, given so brief an obituary. He feels that as one of the old timers Tate rates more ample mention. Though he has been dormant for so many years, his sole interest in later times being participation with the Louis Cella estate of the American theatre, St. Louis, which played stage attractions when they could be had.

Tate's passing gives emphasis to the rapid disappearance of the old timers. When a group picture was made of the originators of the United Booking offices, it represented the cream of the vaudeville managerial end. Tate's death reduces the number of living members of that group to three—John J. Murdoch, Morris Meyerfeld, Jr., and Martin Beck. At the time the picture was made Tate had an important part in the St. Louis Orpheum theatre, part of the original Orpheum circuit. He sold his interest when KAO was formed.

Abba Wandersell, widow of Capt. Walter Wandersell, world traveler, who met a tragic death on his yacht in southern California waters some two years ago, plans another expedition to the Far East, similar to the one on which she accompanied her husband.

Since remarried six months ago to Walter Baker, Wyoming ranch owner, Miss Wandersell has been making personal appearances in the east. Her colorful past, coupled with the fact that Capt. Wandersell's murder was never solved, has gotten her plenty of free publicity in the dailies. At the Rivoli, Baltimore, where she played recently, Miss Wandersell expressed herself heading shortly on another expedition to China and thereabouts. Her new husband is not in the act, although traveling with her.

A. C. Mayor Gets Behind Bally to Revive Boardwalk Legit Break-Ins

Atlantic City, Aug. 6. Mayor Harry Bacharach and the local Chamber of Commerce have joined hands to ballyhoo this resort back into its former eminence as a break-in stand for Broadway legit producers. Time was when A. C. was the preferred cold turkey town of many producers, but in the last four years the boardwalk's legit tenants have been scarce.

First show to get an exploitation boost from municipal officials is 'Saluta', the Will Morrissey musical which R. A. Reppil (Arthur Lipper, Jr.) is producing with Milton Berle featured. It opens at the Garden Pier theatre Aug. 13 to get into shape for New York.

Mayor Bacharach and Louis St. John prez of the local C. C. have each written a public letter urging local residents and visitors to give 'Saluta' a play. Marc Lachman, show's p.a., is having the letters blown up for boardwalk display.

In the past Atlantic City had three theatres always lighted with legit try-outs. Throughout the summer season, it was particularly noted as a break-in spot for the large muskies, since the audiences available here closely approximate the Broadway crowd, probably more so than any theatre public in the country.

When the resort business went on the fritz, like every other business, local legit attendance dropped, and the producers rubbed A. C. off the booking map. But this year A. C. has staged a business comeback and local feeling is that legit can once more be supported.

RICE'S BELASCO, N. Y., SEASON STARTS SEPT. 12

Emmer Rice gets into swing as a producer again at the Belasco, N. Y. Sept. 12 with the opening of 'Judgment Days'. Rice expects to produce two plays during the season, 'Between Two Worlds' and 'Not for Children'.

Cast not set for 'Judgment Day', but Joseph Shiklikoff will star in 'Between Two Worlds'.

There are 37 characters in 'Judgment Days', only being women, and one a girl child. 'Worlds' will have 54 people in the cast.

16 Stitches Did Wright Wrong, but He Made Show

Albany, Aug. 6. William Wright, injured in automobile accident, went out on stage three hours later in 'Parade of Happiness' at the Nell Gwynne theatre, Mahoning bridge.

Sixteen stitches were necessary in Wright's face.

Wm. Thornton's Tour

Hollywood, Aug. 6. Trans-continental tour in a repertoire of Shakespearean plays is being lined up by William Thornton, who plans to play Pacific Coast dates prior to the holidays, and then head south and east. Outfit will play school auditoriums where theatres are not available.

This will be Thornton's third tour across the country, and, as before, he will be sponsored by the Shakespeare Guild of America.

Wiman's Imports

London, July 28. Auriel Lee is sailing for New York late in August to produce 'The Dittie Side' for Dwight Deere Wiman. Eydie Thorndike will play her original part in this play, and will at the same time be engaged to play in show is Estelle Winwood.

LOAN MARY TREEN

Hollywood, Aug. 6. Mary Treen, contract actress at Warners, has been loaned to Hollywood Little theatre for 'Man of Means' new play by the January Emerson Treen has other lead.

Leh. Rogers is producing. Play opens Aug. 21.

TWO YIDDISH LEGIT GROUPS FOR BRONX

Anshel Schorr, playwright and manager, has joined forces with Max Lasky and Leo Schechter for the continuation of the McKinley Square theatre, in the Bronx, with Yiddish legit next season. Schorr will write the attraction for the house, as well as aid in the managerial end.

McKinley, which reopened Sept. 10, will have both a musical and a dramatic troupe, performing on alternate nights. Hyman Jacobson and Miriam Kresin will head the musical company. Dora Weissman will be the dramatic star.

Brux's other Yiddish legit house, the Prospect, is being renovated for the return of Nathan Goldberg and Jacob Jacobs. Joe Jacobs will serve as business manager.

BANKS TAKE 2 B'WAY HOUSES OVER

Selwyn and Forrest theatres were sold at auction Friday (3), plaintiffs bidding them in at nominal prices. In both cases the plaintiffs were banks.

Selwyn theatre was put up in one parcel with the Selwyn office building. Dry Dock Savings got it on a \$610,000 bid, property being subject to a \$650,000 mortgage.

Forrest theatre sale included the Forrest hotel, adjoining. They were both put up in action by the Lawyers Title & Guarantee Co. There was \$148,607 and \$117,912 due on the property in taxes and other charges. Title company bid both properties in at \$1,000 above the liens.

Both properties are assessed at a good deal more than is indicated by these bids. The Forrest, for instance, having an assessed valuation of \$570,000 while the hotel is marked in at \$825,000.

Forrest still plays legit, although empty at the moment. Selwyn a few months ago went grind place.

Shuberts are dickering with the bondholders' committee on the Masque and Majestic theatres, N. Y., for a possible takeover of the two houses. Theatres, once part of the Shubert chain, are in receivership and a Shubert deal now is considerably involved but thought likely of materializing in the near future.

Phillip J. Dunn, receiver for the houses and Continental Bank & Trust Co., for the estate, will have to be consulted and agree to whatever move the bondholders' committee decides on before the deal becomes workable.

Understanding is that the Shuberts want to take over the two houses on long or short term lease. Hitherto far has been lack of conviction on the part of the bank that the Shuberts' rental is better than the house can do if continuing operation as at present by the estate.

Cook, Jr., Back to Show

Hollywood, Aug. 6. Elshia Cook, Jr., is taking his vacation by motor trip, and at New York John 'Ah, Wilderness' company for tour. Player returns around New Year's.

Paramount recently took up his option, but permitted him to appear in the George M. Cohan show.

COLIN CLIVE REPEATS

Hollywood, Aug. 6. Next for Playhouse is 'Orange' film, opening Thursday (9), with Colin Clive in role he created in London production. 'Green Day' Three could five weeks' run Sunday night (13).

Clive has had of R. C. Sher-iff in production of photo play, which has besides Clive, John Warburton, Forrester, Harvey, Gerald Rogers, Desmond Roberts and Robert Adair.

W. & L. Idea

Jules (Wee and) Leventhal, producers of cut-rate plays, works on the theory that if he produces six road shows which bring him in only \$100 profit each he has a \$600 net on the week.

He approached a prospective star for one of the shows, asking the actor how much salary he wanted. Actor unhesitatingly said '\$2,000 a week'.

'If I could only gross as much!' was Leventhal's ardent reply.

'BRITCHES' WILL START BALTO LEGIT SEASON

Baltimore, Aug. 6.

Legit season will bow into Baltimore week of Sept. 3, when Lawrence Rivers (Rowland Stebbins) will break in his production of 'Tight Britches', Carolyn Hilbilly drama by John Taintor Foote and Hubert Hayes, at the Maryland theatre.

After a session on the local scene, play will debut in New York at the Avon.

Staged by Miriam Doyle, cast will embrace Shepperd Strudwick, Joanna Roos, Ethel Wilson, Boris Marshakov, Kathleen Comegys and Frank Camp. Jean Dixon, who trouped in the top femme spot in recent summer tryout of 'Bitches' at the Langlers' Westchester playhouse, will not be in the B'way production.

Nothing definite is as yet set beyond 'Bitches'. Len McLaughlin, general manager of the Maryland, is dickering with Wee & Leventhal and a deal looks to eventuate whereby the Maryland may get an occasional W&L production. If so, will be presented at straight \$2 top, with no cut-rating.

Raymond Moore, operator of summer stock at Dennis, Cape Cod, has sent notices to drama desks of the newspapers, here announcing he'll bring in his troupe for a winter stock try.

'WALTZ IN FIRE' 3-ROLE DRAMA WITH BEN AMI

'Waltz in Fire', three character drama to be produced by Harmon & Ullman in the fall will be given a tryout in Locust Valley, N. Y. Aug. 27.

Jacob Ben Ami will have one of the tryout parts with Eleanor Phelps and John Beal possible for the others. It depends if Beal can get away from Hollywood in time. William Schorr will stage.

'Lady Jane' with Frances Starr, Frankwyn's First

Franklin-Selwyn get started in their projected voluminous legit activity by putting a show, 'Lady Jane' into rehearsal next Monday (13).

Show is a British importation, having played in London as 'Old Folks at Home'. It was written by H. M. Harwood, who is in New York to stage it. It goes into the Plymouth theatre Sept. 10, Frances Starr handling the lead.

Equity Prescribes Rehearsal Hours; 8 a Day Dramatic, 7 a Day Musical

Actors Equity last week took decisive steps to shorten rehearsal hours. It had been discussed in the framing of the legit code, at which time producers admitted that there was frequent abuse in the matter of time actors are forced to rehearse. With the code delayed, Equity decided to go ahead on that on its own.

New rule adopted and becoming effective immediately is to the effect that no actors are to rehearse in a drama for more than eight consecutive hours a day, one of which is to be taken off for lunch or dinner. For musical comedy actors are not permitted any longer to

Expect to Complete Legit Code By Mid-Week; Ducat Control Plan Worked Out, but Details Secret

GROUP'S CATSKILL MT. ON-THE-DOG SYSTEM

Group Theatre left for Ellenville, N. Y., over the week-end, to begin rehearsals on two new plays which they will produce next season. Plays are 'Gold Eagle Guy', by Melvin Levy, and 'School-Teacher' by Phillip Barber. Latter is based on the Chicago situation of a couple of years back when the school-marks couldn't get paid.

Group will stick to Ellenville for rehearsals, as is their custom, for some months, opening their season on Oct. 15 in Boston. Boston engagement is for six weeks, starting with four weeks of repertory. First two weeks will consist of 'Men in White', two more week of 'Success Story', and then two weeks of 'Gold Eagle Guy'. That play will, at that stage, be brought to New York for opening, 'School-Teacher' following it.

LEGIT DELUGE SEEN LIKELY IN MPLS.

Minneapolis, Aug. 6.

A comparative deluge of spoken drama seems in prospect for this city, after last season's almost complete starvation. Another local group, the second one, has been organized to present six plays by a permanent local cast, with guest stars recruited from the stage and films. Latest organization calls itself the Repertory Theatre of Minneapolis.

Richard D. T. Carlson, its director, informs the press that he will not be in competition with any other dramatic project in the city, or with the movies or stock companies. Among others, Mr. Carlson, prominent in University of Minnesota dramatic activities, is believed to refer to a group which already has arranged for a six weeks' season at the Shubert theatre, starting next October, with Broadway recruited casts, including name stars, offering recent New York hits never seen here before. A large number of subscription tickets already have been sold for this.

Carlson says that among the attractions and guest stars suggested for his Repertory Theatre season are Charles Laughton as Falstaff or King Lear, Paul Robeson in 'Othello', Jacob Ben-Ami in 'The Living Corpse', Edith Barrett in 'Camille' and Paul Muni in 'Hamlet'. Metropolitan, regular legit road-show house, already has booked three New York Theatre-Guild attractions.

Washington, Aug. 6.

A series of last-minute objections Saturday (4) further delayed submission of the much revised legit code to New York producers and unions, but NIRA executives were hopeful the badly battered document could be returned to the Code Authority for examination by the middle of the week.

Expressing confidence that the perfected pact will be given final approval and place in operation before September, Acting Divisional Administrator William P. Farnsworth said that for the most part the late kicks, which came from NIRA's Research and Planning Division, were of minor importance and probably could be ironed out without a great deal of trouble.

While Farnsworth declined to make public the compromise draft until conferences with Research and Planning officials, he said that he hoped assents would be forthcoming rapidly from producers and labor organizations.

The ticket-control plan, bone of contention for many months, has been framed in such a way, Farnsworth said, that violations of the code also will become violations of the Internal Revenue laws. Treasury Department inspectors are expected to carry the major load of enforcing the ticket scheme.

Some of the late objections were directed at features of the ticket system, it was learned today, but for the most part this portion of the agreement has been ironed out to the satisfaction of all government officials concerned. Considerable volume of squawks is expected from the industry at first glance, however.

New Tracing Method Stubbornly shrouding details of the ticket system in secrecy, members of Farnsworth's staff hinted (Continued on page 50)

PITTSBURGH EXPECTS LATE SEASON START

Pittsburgh, Aug. 6.

Latest legit start in years is looked for locally this season. Harry Brown, manager of Nixon, town's lone legit site, says nothing is in sight for opening and doubtful if getaway will come before first of October, maybe later.

Usual legit start here was Labor Day. Lately that has been switched to about third week in September. Inaugural has never been as late, however, as it promises to be this season.

Gordon Bringing In Larrimore's 'Spring'

The Spewacks' play, 'Spring Song', which opened last week in White Plains, N. Y., with Franceline Larrimore in the lead, is being brought to Broadway by Max Gordon.

In White Plains, playing the Ridgeway theatre there, the show grossed \$3,000 on the week, topping the season's previous high mark by \$500.

Gordon will break the show in at Philadelphia, starting Sept. 24 and bring it in to New York a week later. No theatre set yet.

McGill's Indie Legit

Earle McGill is turning producer with 'City Called Heaven' by Richard and Robert, labor editor of the Fairchild Publications.

It will be tried out for a week at the Broadway Little Theatre prior to coming to Broadway.

NAGEL IN L. A. 'GOODBYE'

Los Angeles, Aug. 6. Set to follow 'The Singing Hour', Nagel will be expected to be ready for Rialto production in three weeks.

Confidant Night will have lead.

New Tax on Belgrade Film Houses, Coin Going to Aid Sinking Legits

Belgrade, July 25. Minister of Education has promulgated a decree regulating the payment and purposes of the collection of the so-called "theatre dinar." This dinar, representing about 2c in American money, was instituted as a kind of tax in favor of the legitimate theatres and to be paid when one buys a ticket for a picture house. As expected, the owners of picture houses rebelled against this new tax, but to no avail. Only mitigation was that provincial picture houses, where legitimate theatres do not exist, are exempted from the tax.

Decree enumerates the theatres for whose benefit this tax is collected. These are the national theatres in Belgrade, Zagreb, Ljubljana, Sarajevo, Osek, Maribor and Skopje. Proceeds of this tax are to form a special fund, which will be placed in the State Mortgage Bank. Minister of Education will be responsible as regards the handling of fund. Collectors of the tax will have to pay the collected sum into the bank every fortnight.

Use of this fund will be for the payment of old debts. Decree states the order in which these debts are to be paid. Personal expenditures cannot be made out of this fund. But, if there are no debts, or after the debts have been paid, tax will be used for the building of new theatres, for the repair of existing buildings and for purchase of new scenery.

As Belgrade needs a new opera house, it has been especially put into this decree that, from the start, there should be left aside 70% of the proceeds towards the building of the new opera house.

New tax, it is believed, will create a very large fund in a short time, so that the crisis into which the legitimate theatres here have fallen will be easily overcome. It is, therefore, expected that the legists, being relieved of their material troubles, will get a real stimulus towards producing.

New Strauss Opera Off; See Non-Aryan Angle in Zweig's Book

Berlin, July 26. Richard Strauss, who is understood to be pressure of the government, has withdrawn his new opera, untitled and which was to be produced here this season. Reason is that the libretto was written by Stefan Zweig, a Jew.

Libretto actually was written by Ben Jonson many years ago, but Zweig had modernized it.

Not decided yet whether Strauss will have a new libretto written elsewhere or shelve it temporarily.

Changes on Champs-Elysees

Cut-Rate Dress Houses and Gigantic Cafes Now Swamp Boulevard

Paris, July 28. Champs Elysees is getting to look less and less like it used to. Two main tendencies are swamping the elegance of the once swank avenue: cut-rate dress houses a la Klein's, and enormous cafes with big stretches of sidewalk tables and several kinds of bars and restaurants on the inside.

Latest announcement regarding the avenue is by owners of the Colisee cafe, one of the most successful of the big ones, which grossed about \$1,333,333 last year. They have taken over site of Le Berri, cafe which was opened before the Colisee and which folded last season due to competition, and will remodel it into a spot three times as big as the Colisee, they say. To open in three or four months.

Architect is Charles Stells, who did the Colisee and also Philippe de

Yet Another Paris Actress Takes Veil

Paris, July 28. Movement of Parisian actresses to give up stage for convent gained impetus when Maryse Wendling entered the house of the sisters of Our Lady of the Apostles at Venissieux, near Lyons, as a novice. In the past two years, Yvonne Houtin, of the Comedie Francaise and Suzanne Delorme, of the Comedie des Champs Elysees preceded her in similar steps.

Ms. Wendling, who is about 30, played in Jeanson's "Word of Honor" at the Michel last season and previously had a part in Jean Giraudoux's "Judith."

She went into the convent four months ago, in secret, and story only drifted out this week, proving it was not a piece of ostentation on her part.

Daughter of a Strasbourg business man, Ms. Wendling came to Paris to go on the stage. She won a second prize at the Conservatoire and then went on the boulevards.

PARIS OPERA SETS THREE NEW WORKS

Paris, July 28. Paris Opera, despite fact that times are getting tougher and tougher for it, has ambitious program for next season. Director Jacques Rouche announces that a Reynaldo Hahn opera, "The Merchant of Venice," book by Miguel Zamacois, will be put on, probably in October, with Fanny Heldy and Yvonne Marcoux in the principal roles.

Another new opera is an "Edipus" with music by Georges Enesco and verse by Edmund Fleg. Marjorie Lawrence and Andre Pernet are cast for the leads. Paul Dukas' "Ariane and Bluebeard," with Germaine Lubin and Pirloux's "Love's Spinning Wheel" will also be produced.

Rouche contemplates putting on a number of ballets. Among them will be Gabriel Pierné's "Imances," an "Adonis" ballet composed by Deodat de Severac on a theme by Gabriel Boissy, news paperman; Georges Migot's "Confessions and Promises"; "The Daneg Slipper," by Leandre Vallat, with music by Adolphe Borchard.

Of the less frequently played old operas which will be revived are Vincent d'Indy's "Etranger" ("The Foreigner") and Nassen's "Griseldis."

Delysia in Sydney For 'Mother of Pearl'

Sydney, July 5. Alice Delysia, French actress, has arrived here under contract to F. W. Thring to appear in "Mother of Pearl" at Princess Melbourne. French star is the biggest importation to reach Australia in many years. Frank Harvey will produce the new show, with opening set for July 19.

Thring announced recently that he intends to build a new theatre in Sydney very soon for the presentation of local. Since entering the legit field Thring has turned in some nice sized hits with "Collis" Inn, "Beloved Vagabond" and others.

\$5,000,000 Mexican Nat. Theatre Ready To Start in Sept.

Mexico City, Aug. 3. Palace of Fine Arts (National theatre), the handsome pile here it took the government 30 years to build at a setback of around \$5,000,000, will live up to its name and be the place for the exposition of fine arts in all its phases, says ministry of public education, edifice's custodian. Fine art is to be started when theatre is inaugurated in September with organization of a class dramatic company, composed of Mexico's best thespians, to present pick of native and foreign works, and a symphony orchestra with ace native conductors and a distinguished foreign director who is yet to be chosen.

Ministry says that while theatre will favor native art, it can't present Mexican works exclusively. Dramatic unit and symphony orchestra will go on road besides playing here. Theatre will have a government subsidy and be state administered. Edifice will also exhibit selected paintings, drawings, sculptures, etc., and ministry is organizing history's first Mexican opera company.

Music Survey

(Continued from page 40)

(Berlin) and "I Never Had a Chance" (Berlin).

For the mechanicals the story was still a sad one. Emil Coleman drew the lead for Columbia's best list, Casa Loma topped the Brunswick list, and Duke Ellington nudged Eldy Duchin out of Victor's top slot.

Chi Biz Levels Off

Chicago. Business went along on an even keel in July with practically no change in the setup of the first six best sellers. First three leaders remained in status quo, while "Man on the Flying Trapeze" moved up from fifth to fourth place. Two that dropped out are "Cocktails for Two" and "Love Thy Neighbor," being replaced by "Sleepy Head" and "With My Eyes Wide Open."

"Trapeze" is not novelty tune to hit the blue ribbon list in years and is being marketed in fat quantities under the Robbins printing.

Henry Busse took the two top spots on the Columbia list, going particularly well with his theme tune, "Hot Lips."

L. A. Leaders

Los Angeles. Excessive heat late in the month and customary seasonal slackness failed to halt platter demand and July sales, as reported by wholesalers, and retailers was a trifle ahead of last July. Ordinarily, July is a dog month in the biz. Same conditions applied to sheet music sales, with end of month conditions indicating somewhat of upset in best sellers for August.

On volume, Witmark's "TU String Along" maintained top spot, while last two weeks of the month saw "With My Eyes Wide Open, I'm Dreaming" forge rapidly to the front. "Love in Bloom," from the Famous catalog, started briskly late in July; likewise Witmark's "Very Thought of You," both of which should be good August sellers.

"With My Eyes Wide Open" was much in demand on the Brunswick platters, with only Ted FioRino's drag hereabouts putting his "Soft Green Beans" in top sales position. Benny Goodman recordings continued to top the slim Columbia output, and Ray Noble's numbers were heavy sellers on the Victor list.

Comedie Francaise Wants \$267,000 Renovations; Pic Squabble Goes On

Sir Ben's Opera Co. Sails for Sydney

London, July 28. Sir Benjamin Fuller's opera company is about the biggest aggregation ever assembled here for exportation.

Company, which will be known as the Benjamin Fuller Royal Grand Opera Company, consists of 27 principals recruited in London, with the rest of the company, which will number around 100, to be got together in Australia.

Entire outfit sailed yesterday (27), and is due to open at Melbourne Sept. 29. Sir Benjamin has a list of over 30 operas, including "Pearl Fishers," "Fledermaus" and "Tiefen," which have never been done in Australia.

After a season in Melbourne, it is expected the company will tour the entire country as well as Tasmania and New Zealand, tour lasting about 18 months.

WILL REOPEN GOULD CASINO

Paris, July 28. Frank J. Gould's Palais de la Mediterranee casino at Nice, which has been closed since a fire hit it last year, is to be reopened December 1 under new management. Outfit called Societe Ferniere du Palais de la Mediterranee, although there are no farmers on the board of directors, has decided to buy it and take a chance on fixing it up.

Rule that roulette is allowed in French casinos now has a lot to do with decision. New outfit believes it can do a lot of business that formerly went to Monte Carlo. President of new board is M. Saint-Pereux and general manager will be M. Dailrouse. They are from Monte Carlo, and this move may be considered a victory for them in the Nice-Monte Carlo gambling war which began when Gould built the place in 1929.

Rental is said to be \$140,000 annually for 3 years. Rebuilding to cost \$35,000 paid by Gould, plus whatever the new outfit sees fit to put in.

Gould meanwhile denies he'll quit France for good, despite his purchase of a \$250,000 estate near Ossining, New York.

Farrell to N. Y.

London, July 28. Billy Farrell—the original—who staged a mammoth cakewalk at the old Madison Square Garden with 100 colored performers in 1897, is returning to New York this week for a visit.

Farrell started the first public cabaret dancing hall at Queens Hall, London, in 1918. Prior to that he reproduced the cakewalk at the Alhambra.

Cochran's Tough Luck

Two Long Run Smashes, but He Had to Fold Both While Still Selling Well

London, July 28. Charles Cochran is weeping bitterly. He says he is the unluckiest man in the world. Two of the greatest London theatrical successes of recent times—"Conversation Piece," starring Yvonne Printemps, and "Escape Me Never," starring Elisabeth Bergner (both in their first English-speaking roles), have had to be withdrawn while the box offices were besieged with a public clamoring to see them.

"Conversation Piece" ended amid scenes of wild enthusiasm more reminiscent of a first night than the last. It played to over \$20,000 in its

Paris, July 28. Emile Fabre, director of the Comedie Francaise, wants the Government to give him \$267,000 to fix up the old place.

Since it is one of the few theatres in town which stays open all summer, Fabre wants to put an air cooling system into Molliere's theatre. He'd also like to dig an orchestra pit. When incidental music is needed now the orchestra has to use a stage box.

Entire electrical system of theatre needs doing over, Fabre says, and he could use a lot of new sets for the repertory. Everybody agrees it's a swell idea, but none can see where he'll get the coin.

Meanwhile row in Comedie Francaise over action of its administration in calling Andre Bacque on the carpet for accepting part in Julien Duvivier's film, "Maria-Chapdelaine," continues. Fabre says Bacque will have to take a fine because the Comedie's rule against two of its actors appearing in a single film is absolute. Madeleine Renaud, of the Comedie, is star of "Maria-Chapdelaine." Troupe is now in Montreal on location.

Bacque says he thought the rule had grown obsolete since the advent of the talkers, which has put the trouper from France's ace theatre on the cinema map. Says administration didn't see any action recently, when Catherine Fontenay played in the same film with Marie Bell, so why should they pick on him.

Rene Pignere, one of the producers of the film, has written to Fabre that he ought to be proud to have two of his people in the same film, especially if its one like "Maria," which glorifies the French influence in Canada. Says Bacque should be taken out of the doorhouse out of respect to the film business, into which the Comedie has decided to go itself by making talker versions of the important pieces of its repertory, with the original stars.

If Comedie gets the money it needs for renovation, may go on tour during three months in 1935 while the house is being fixed up, or else it will take another theatre in Paris for that time. One of the projects being considered is a tour of Canada.

Yugoslav Actors Meet; Decry Lowered Salaries

Belgrade, July 25. Actors Association of Jugoslavia had its yearly congress in Shoptje, South Serbia. Delegates from all the theatres attended it, as the program of this congress was of the greatest importance for the material welfare of local actors.

Reports read there were unfavorable to theatre managements. It was pointed out that, while the salaries of the actors and actresses were every year less and less, those of the managements remained the same. Curses were cited of actresses who receive salaries lower than those of the dressers and attendants.

last week, only once failing below \$17,000 during its 22 weeks' run.

Since "Escape Me Never" opened it has never had one empty box or unsold seat, with standing room packed at every performance.

Yet Cochran had to withdraw both at the peak of their success owing to previous commitments of the two stars. Both are scheduled to appear in New York—Yvonne Printemps at the 42nd Street Theatre Oct. 23, and Elisabeth Bergner later at an unnamed theatre.

Meanwhile they are resting before European film engagements which they must fulfill prior to sailing

Loop Revives on Cooler Weather; 'Fields' \$6,500; 'Milky Way' \$2,500

Chicago, Aug. 6. Number of loop theatres operating hops to a round trio today (6) with the opening of a Gilbert and Sullivan repertoire at the Studebaker. Been about three years since there have been any G. & S. revivals here and this one looks capable of delivering. Last G. & S. revival was under the auspices of the Chicago One company and the opera troupe scared away many likely customers. On Wednesday (3) the showboat Dixiana finally gets going, after more than a year of dickering and enjoying with civic authorities for a permit. It arrived in town last summer and parked on the Chicago river at Clark street, expecting to court plenty on the Fair grounds. But the authorities at City Hall couldn't see why a permit should be issued. For months the showboat lay there, dark and empty. Finally it got a "keep-moving" notice, and they tugged the boat way out north to Diversey avenue, where it is parked at present. Will try the burlesque melodrama revival on Wednesday with "No Mother to Guide Her." Goes into competition with the three "Drunkards." Finally, in this town, none of which did any business to speak of.

"Fresh Fields," Blackstone (1,200; \$2.50) (5th week). Cooler thermometer meant added impetus to the box office. Upped nicely to \$6,500, and should have no trouble going through the summer at present price.

"Milky Way," Cort (1,000; \$2.20) (4th week). Struggling desperately. Cut-rate tickets flooding the town but little help. "Milky Way" was a better aid, pulling the take up to \$2,500.

Other Attractions
Gilbert and Sullivan revival, Studebaker. Opens tonight (6) at \$2.50 top. Has an excellent chance on indications.
Showboat "Dixiana"—"No Mother to Guide Her." Opens Wednesday (8) on showboat parked on north side of town. Will take plenty to pull 'em way up there.

OUT-OF-TOWN REVIEWS

A LADY DETAINED

Provincetown, Aug. 1. Melodrama in "A Lady Detained" by Margaret Flowers at the Wharf Players Theatre. Opening night (7) of July 30. Staged by E. Stanley Pratt. Set design by Peter Bernstein. Robert C. Schuch, Ethel Valentine, Henry Hewes, Douglas Gregory, George E. Brown, Elaine, Calvin Thomas, Sydney Mason, Dan Rowan, Edwin L. Vickery, Ethel Barrymore, Col. Edgar Caldwell, Ruth Barstow, Mervin Williams, Herbert McAnney, Tess Wright.

As the title indicates, this play concerns itself in a polite way with the most up-to-date methods in the field of crime, the "snatch" racket. Through nine scenes and not a few light comedy situations the hatching and development of a kidnapping case is illustrated, with the terror and cold brutality of the crime always just below a surface that is very near to polite comedy. And, when the bunch does come, at the very last moment of a suspense-filled scene, it is bloody and brutal enough to satisfy the most earnest seeker after grim justice.

Only in the solution of an apparently insoluble situation do the authors permit themselves to make use of the time-honored methods of stage melodrama. The faithful old retainer crashes through with a triple killing which saves the racially skin of the hero and the lovely one of the heroine. So well motivated is this act, and so calmly done, that it is convincing, even though unexpected.

If the play has a serious drawback in construction it lies in the many scenes, rather confusing, though to be expected in Mr. Shipman's work. The play is at the Wharf Players' management. It must be said that stage waits were few and very short. The two-act form has much to recommend it and the authors are to be commended for it. A novel story, tense and often humorous situations and workmanlike plot construction mark this piece. There are many technical discrepancies and a great deal of stilted dialogue which will need rewriting before standing the glare of Broadway.

Leading character, one Duke (Continued on page 50)

'Mary' in S. F.

San Francisco, Aug. 6. Only new one here is Helen Gallagher in "Mary of Scotland," which opens at the Curran tonight (6) under the Ilmor Curran banner, and with a pretty good advance sale.

Ian Keith, Violet Kemble Cooper and Ian MacLaren are also in the piece, which reopens the house after a fortnight's darkness. At the Palace hotel, "Drunkard" is in its thirteenth week, hailed only for one stanza by the strike. Business continues near top and show apparently will last indefinitely.

Rest of Frisco, including Columbia, Geary, Alcazar and Tivoli dark.

LEGIT BACK TO CIVIC, SYR., BOOKED WITH ALB.

Syracuse, N. Y., Aug. 6. Civic theatre, closed for several months after a short try with picture under Kallet Theatres management, will open Aug. 20 for a dramatic season.

Lease of the house has been obtained by S. R. Diamond and K. G. Patrick, who, similarly, operating as Empire Management and will be linked with the Capitol, Albany, in bookings.

"The Pursuit of Happiness," with Glenn Hunter, is announced as the first attraction, and listed to follow are: Judith Anderson in "The Shining Hour" and "No More Ladies," with Tom Power, Norma Terris and Mary Sargent. Irene Rich in "Any Woman" is penciled in to follow. Rowland G. Edwards will direct the Civic for Endplay, with a popular price scale indicated.

Nashville 'Barn'

Nashville, Tenn., Aug. 6. A summer theatre, housed in a remodelled tobacco barn near Goodlettsville, Tenn., similar to the rustic playhouses in the northern Atlantic seaboard states, has just opened in the vicinity of Nashville. Since its opening date it has proven a splendid drawing card.

"Old Barn Theatre" is located on the Long Hollow Pike near Goodlettsville, Tenn. Different plays being offered. The tract is operated by Mary Graham Gloster.

Ill. Passion Play

Rock Island, Ill., Aug. 6. Crowds of more than 15,000 will see the re-enactment of the Passion Play here on the Oberammergau plan. More than 2,500 players will take part in the spectacle on four nights, starting Aug. 8, under the direction and authorship of the Rev. David A. Johnson, Kearney, Neb. WCHS is joining in on the presentations through special broadcasts. Churches of the city are backing the spectacle, to be staged in the high school stadium.

Chi Auditorium Dates

Chicago, Aug. 6. Auditorium theatre opens again Oct. 1 with the San Carlo Opera Company for a month's run. Rest of winter season will have Monte Carlo Ballet Russe, Gertrude Stein's "Four Saints in Three Acts," Chaliapin and the Russian Opera Company, Nino Martini, Arthur Schnabel and Lotte Lehmann.

Fred Crow of the Majestic is new manager.

REVIVE 'ANNA CHRISTIE'

Pasadena, Cal., Aug. 6. Community Players revive "Anna Christie" tomorrow night (7) for one week.

Jean Inness, Victor Jery and Ralph Friend will play the lead parts.

GAIGES' BERCOVICI PLAY

Crosby Gaige will produce "Short Story" by Bernard Bercovic. Play is his next.

Author is ex-Relative to Komod. Bercovic, novelist.

Current Road Shows

Week of Aug. 6
"Fresh Fields," Blackstone, Chicago.
"Life Begins at 8:40," Shubert, Boston.
"Milky Way," Cort, Chicago.
"Shining Hour," El Capitán, Los Angeles.
"Mary of Scotland," Curran, San Francisco.

Stage Hands Reject Cut, Albany Capitol Gets Non-Union Crew

Albany, Aug. 6. Demand of the stage hands' union for seven men at a total payroll of \$400 a week has been rejected and non-union men were employed for a season of plays opening tonight (6) at the Capitol theatre, with "Men in White" as the first attraction. Samson B. Diamond, who is behind the drama project, declared that when he came to Albany he offered the stage hands \$250 a week, to be apportioned among five or six men, as they wished. They refused my offer and insisted on a 40-hour week, Diamond said. It takes more time than that to handle a stage show, and I cannot afford an overtime bill. Then I increased my offer to \$300 a week for six men at from 44 to 48 hours, but they also refused that. They insisted on seven men for \$400.

Stage hands have been the reason for rejecting the Capitol dark on various occasions during the past. Stage is small and at one time they demanded—and got—a larger number of men to handle a show than there was room for.

Another fight was over the union's demand for a ballman after the Capitol's heating plant had been switched from coal to oil.

Pickings have been lean for the stage boys, for Albany has had nothing but pictures for many weeks, and not more than a half dozen plays were presented at the Capitol during the past legit season. Stage hands in answer to Diamond, said they've voluntarily accepted a 28 1/2% wage cut since 1933 and are working under the theatrical code, which provides for a 40-hour week. Union President Henry C. Harris declared they asked only that the code be observed.

IAN KEITH INTO 'SWAN'

Los Angeles, Aug. 6. Ian Keith joins Eva Le Gallienne's company in October for revival of "The Swan," first produced 10 years ago.

Actor is currently with Helen Gallagher in the Coast production of "Mary of Scotland."

Central City Play Festival Better Than Last Year; \$26,000 in 17 Shows

Central City, Colo., Aug. 6. Third annual play festival with "Othello," ran about 3% ahead of last year in seat sales, but considerably more money was cleared. No orchestra covered the nut was smaller. With 17 performances, five of them matinees, the gross was around \$26,000. Last year the gross ran around \$25,000.

Cars from nearly every state in the union were seen on the streets of this quasi-ghost town during the fortnight. All press coverage of the show, the stogies hitting page one on several metropolitan sheets.

Walter Huston made the show. His name proved the draw for the opening "Othello" and helped offset the antagonism felt in Denver over the staging of "Othello." Even though "Othello" feeling that tragedy in a spot 47 miles from the nearest big city would surely flop. After seeing the opening performance, however, the hardest knucklers backed the play.

Huston was in the best of voice all during the run, as were the other principals. After the first night Kenneth Hunter showed down the road to the proper speed. Other principals were Nan Sunderland (Mrs. Huston), Kenneth MacKenna, Kenneth Hunter, Philip Foster, Helen Freeman, Charles Patton and Boardman Robinson.

Next year Jones hopes to do

Three Shows May Come In Next Week; Cool Weather Aids B'way's 5 Stickers

'Sahuta' Starts in A. C.

"Sahuta" musical starring Milton Berle and which which Arthur Lippert, Jr., as a Broadway producer, will open at the Garden Pier theatre, Atlantic City, Aug. 13. New York house not set yet. Although show's been rehearsing at the Majestic it will not come into that theatre.

'Shining Light' Just That On Coast—No Competish

Los Angeles, Aug. 6. Folding of "The Green Bay Tree" Saturday night, after a forced five weeks at the Playhouse, leaves the town with one legit. At El Capitán, Jane Cowi continues to draw heavy matinee trade and fair night biz in Henry Duffy's production of "The Shining Hour." Second week grossed better than \$6,500, highly satisfactory. Final stanza of "Tree" garnered a slim grand, with the total for the five weeks only a few dollars in excess of \$5,000.

Playhouse stays dark until end of week, when E. E. Clive will revive "Journey's End," with Colin Clive.

Charlotte Stock Co. Uses Local Gal Lead

Charlotte, N. C., Aug. 6. Adopting a policy of presenting a local girl with acting talents in an occasional production, the Bert Bertram Players, summer stock company here, announced that Bess Winburn, star of Charlotte Little Theatre productions and formerly a member of the Avon Players of Atlanta, Ga., will play the lead in "East Lynne."

An experiment in this direction was tried by the stock company last summer when Sadie Gilbert, a local girl, played the lead in "Rebecca of Sunnybrook Farm" and John McNeely, another Charlottean, participated in a production.

Success of the idea those times caused the company to announce it as a future policy.

ALMOST AN ACCIDENT

Denver, Aug. 6. Walter Huston and wife (Nan Sunderland), Robert Edmond Jones and wife (Margaret C. Jones), and Kenneth MacKenna were forced to wade a stream after cloudburst washed out bridge in mountain canyon ahead of them on their way from Denver to Central City. Nobody was injured.

With the summer practically over and the new season just about ready to pop, legit men are beginning to seriously line up their plans. It was at first thought that the new season would start a bit earlier than it has in the past few years, but not any longer likely that there will be more than a half dozen shows at most coming in before September.

Last begins fattening up next week. Three shows are penciled in, but all are tentative. Likely entries are "Life Begins at 8:40" at Winter Garden; "Keen Moving" at Forrest; and "Idle and Seek" at Mansfield. Latter-day may be put back one week. "Life Begins" also may not come in for another week, or so. It opened in Boston last night (6) and its showing there during the current week will have a lot to do with its N. Y. opening date.

Crop of summer shows in the outlying summer theatres has proven surprisingly disappointing. Regular observers claim that very few of the new ones are worth while, or possible Broadway fodder. Talent scouts of the picture companies, who have been making a round of all the spots, were equally disappointed, according to reports, in finding no outstanding young performers.

The five shows remaining on Broadway had a good time of it last week. Evenings cooled off and biz romped back. It turned out to be perhaps the best week of the summer for Broadway. The money was down in cool it was expected that the good break might continue, especially since there's so little to choose from.

Several shows that are almost ready, but had figured on the first week of September for entry, will come in a week earlier if they can possibly make it to take advantage of what is hoped will be continuously cooler weather. Two shows from last season will also reopen with much coin, but shirking at "Journey's End," with Colin Clive, and "No More Ladies," Booth.

Estimates for Last Week
"Are You Decent?" Ambassador (17th week) (C-1,166-\$3.30). Never much excuse for hanging on and never much coin, but shirring arrangement and cut rate tickets keep it going. About \$2,500 last week, a bit better than the \$2,600 it's been getting.

"As Thousands Cheer," Music Box (45th week) (R-1,006-\$3.85). It cooled down and the folks started coming back. Got about \$12,500 last week, a full grand better than week previous.

"Dodsworth," Shubert; resumes Aug. 20, but h.o. now open. Closed for summer after smashing 18-week run because Walter Huston wanted to go to Central City to play "Othello" at the festival. The "Sailor's War," Lyceum (45th week) (C-923-\$3.30). Was to close Monday (30), but decided to stick and proved a good idea, despite act changing. Garnered close to \$5,000 on the week and a profit of 10% or more, meaning definite profit.

"She Loves Me Not," 46th St. (42nd week) (C-1,272). Another profitable week. Weather break and lack of competition sent gross up to nearly \$9,000, which is hotbed at the moment.

"Tobacco Road," 48th St. (36th week) (D-969-\$3.30). This one, too, picked up a bit, coming close to \$6,000 on the week.

Additional Attractions
"The Drunkard," old-time melter revived in one-time church on East 55th St.; free beer. Continuous profitable run.

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MASCARA

Book Biz Booming

Book publishers about to go into the new season with their most successful year since the general depression sent the publisher biz to perhaps even a lower level than general industry. With practically every publisher reporting a vast increase in business over the previous year, coming Christmas period is expected to bring the book business up to the pre-depression level, or over.

Business report by every publishing house is cheerful. Typical is Smith & Haas, whose sales for the first six months of this year represent an increase of 125% over that of the same period the previous annum.

Difficult to point to anything in particular as responsible for the upturn in the book biz, but the great hope held out for even greater sales this fall, and winter is prompted by the clean-films crusade. With pictures undergoing a whitewashing, book people are confident that people will turn to books more than ever before.

Book people point out that, far from being threatened by the same sort of censorship enveloping the films, books are freer of curtailment than ever before. Clearing of 'The Well of Loneliness' started it. Since then "practically everything published has gone unchecked and books formerly banned have been permitted to come into the open. A notable instance of the latter is 'Ulysses'.

Trend in fiction for the new season, is unmistakably, historical romances, or the costume story, 'Anthony Adverse' responsible for this. Now every publisher is looking for costume stories for the fall, and publishers' fall announcements are illustrated with pictures of capes and swords almost exclusively.

Popularity of mystery stories continues unabated and they will be numerous in the fall. Those scribblers combining the costume story with mystery have the best chances of selling. Westerns, which took on some of their old-time favor, falling off again. Poetry scoring a nice comeback and may be a big thing this winter. An important sign of this is that the New York Times book supplement recently gave its first page over to a review of poetry books for the first time.

Lucky Oppenheim

E. Phillips Oppenheim, veteran writer of society adventure tales, makes plenty with his fiction but more at roulette these days. For a whole week at Juan-les-Pins, French Riviera, he made the eyes pop out of the crowd.

In an hour he picked up 200,000 francs (\$14,000) at one table. He then changed tables and his luck continued without a break until closing time.

Oppenheim is now considered the luckiest roulette player on the Riviera, and is besieged by less fortunate players who want to learn his system. He started at the beginning of the week merely playing 5 and 10 franc stakes. These produced such large profits that he decided to go the limit.

Casino management isn't sure. The advertising is worth the money, they figure.

Anzac Anti Crime Mags

Federal government in Sydney is expected to move against the American pulp mags now flooding the Australian market.

Move comes about because of several recent Dillinger-like holdups committed in Sydney, and follows a strong outcry by the press against the murder mags.

Police officials have been in consultation with Federal authorities outlining a plan whereby the flood of unwholesome literature can quickly be stopped.

For a year or so now the pulp trade has found a ready market in the many chain stores scattered around Sydney. The mags, mostly back dated, retail at a very low figure and are snapped up. Reported that several criminals captured recently by police have had on their person copies of the crime kind pulp.

Mobbs Another Tab

If the plans of Elliott F. Simpson, former mag publisher, materialize, N. Y. is to get a new daily tab to fill the place vacated by the Graphic. Understood that the financing is practically arranged for, with a suitable plant under advisement. Unless a hitch develops, Simpson will begin publishing in the fall.

Proposed Simpson daily will emphasize amusements and sports, though covering general news.

Best Sellers

Best Sellers for the week ending August 4, as reported by the American News Co., Inc.

Fiction

'Lamb in His Boom' (\$2.50)By Caroline Miller
'Anthony Adverse' (\$3.00)By Herver Allen
'So Red the Roses' (\$2.50)By Stark Young
'Years Are So Long' (\$2.50)By Josephine Lawrence
'And Quiet Flows the Don' (\$3.00)By Mikhail Sholokhov
'I Claudius' (\$3.00)By Robert Graves

Non-Fiction

'While Rome Burns' (\$2.75)By Alexander Woolcott
'Stars Fell on Alabama' (\$3.00)By Carl Carmer
'New Careers for Youth' (\$1.50)By Walter B. Pitkin
'100,000 Guinea Pigs' (\$2.00)By Arthur Kallet and F. Schlink
'Life Begins at Forty' (\$1.50)By Walter B. Pitkin
'Escape From the Soviets' (\$2.50)By Tatiana Tshernaviani

Hitler Bars

Both American newspapers in Paris have been barred from Germany temporarily. Chi Trib European edition is on the Nazi blacklist because of a story by Sigrid Schultz, its Berlin correspondent, that Hitler tells Hindenburg only as much of what is going on in the Reich as he thinks the old man ought to know. This appeared July 13, before the aged German prez's death.

Joke is that Miss Schultz's stuff rarely gets into the European edition, as she usually filed for Chicago direct or through London, her cables not touching Paris. Story which earned ban was an exception. Most of the Paris Trib's German news has been rewritten in the office from Havas agency, and was really tougher than the stuff by Miss Schultz, who is cautious in order to stay in Berlin.

Trib got tough about the ban. In a front page editorial July 24, signed by Ralph J. Frantz, managing editor, it told Goebbels no pressure could stop it and that the ban would do more harm to Germany than to the Trib. As a matter of fact the boys on the Trib long felt slighted that their paper was not banned, when all the respectable English sheets—and the non-respectable ones, too—have been going on the Nazi blacklist from time to time for months.

Frantz pointed out in his editorial that the Germans have long been trying to influence the Trib policy by threatening to withhold resort and travel advertisements, on which the paper largely lives.

Herald is also banned, but doesn't know why, nor how nor for how long. Business manager of Herald spent entire day to get enlightenment on what was what.

Viking Pulls the Unusual

Unusual situation in book circles arrived last week when Viking Press sent out a note to literary editors asking them not to review a book. Item is 'Not I, But the Wind,' by D. H. Lawrence's widow, Frieda Lawrence.

It's a story of the Lawrence's life together, giving a lot of inside glimpses of literary all over the world. Mrs. Lawrence wrote it and had it privately printed in Taos, New Mexico. Vikings have taken it over and are publishing it in a regular trade edition in October, in which will be included some photographs and other items not in the privately printed book.

Vikings wrote editors that inasmuch as the regular trade book would be out soon, they would appreciate it if no reviews are given the private edition for the time being.

Crick Gets Hot

New Brunswick (N. J.) was the teapot for a live, temper lately all over the Rutgers summer school show. Winter shows are done by Jane Inge, but Prof. Richard C. Reager stages one in the summer session as laboratory work for the Stage Production class.

Home News crick Helene Feller, recent graduate, is an Inge devotee, and apparently can see no good in other production. A. She gave 'Take My Advice' a very sour notice. 'Constant Reader,' 'Old Subscriber' and a lot of others wrote to the editor, with the result that Miss Feller had to run about a column of the protests with a weak defense of her own position.

Hemingway's Pale

Ernest Hemingway spending his days on his yacht fishing off Havana. He had as guest Octavus Roy Cohen and other writers.

Sydney Franklin, the Brooklyn treasurer, arrived last week to be his guest at a new daily tab to fill the place vacated by the Graphic. Understood that the financing is practically arranged for, with a suitable plant under advisement. Unless a hitch develops, Simpson will begin publishing in the fall.

Economy in Paris

Renewed ructions have burst out in Paris - American newspaper circles as the result of a visit of a New York business office big shot to the Paris Herald with the reported mission of cutting expenses regardless. Ogden Reid also is expected any day, and the boys are wondering what it's going to mean to their jobs.

They got a shock Monday (23), when the Herald came out in six pages, instead of its usual eight—the first time it had dropped so low since the War, and one of the very few occasions on which it has printed a smaller paper than its rival, the Paris edition of the Chicago Tribune.

Herald's big modern office building on the Rue de Berri, started during the boom and a white elephant ever since, is now reported to be on the market, independent of the newspaper property. This is chief element of the paper's losses, mortgage interest, taxes and upkeep cutting heavily into general revenues. It also reported that negotiations for purchase of paper by Colonel R. R. McCormick, of the Trib, have been reopened, but that is just one of those recurrent tales in Paris.

Digest's Big Ad Campaign

What may be the costliest advertising campaign ever undertaken by any mag is underway by Literary Digest, which is preparing a series of full-page newspaper spreads in the principal cities of the country. Funk & Wagnalls, Digest publishers, hope by this means to recover some of the ground lost to Time, News-Week and other of its competitors.

Lit Digest has been spending huge sums for some time to achieve supremacy in the news-mag field. An example is a subscription premium of a 24-volume encyclopedia set. The latest advertising campaign will go after both subscriptions and advertisers.

Mexico Attracting Literati

Seems to be a policy of the literati to exploit a different country or community each year. May be Mallorca one summer, and Cuba the next. This summer it's Mexico.

What focused attention on Mexico was Digest's subscription when here of 'News followed him when he returned to his native land, and the scribblers, who are notorious travelers, became impressed by the home of the tamale. Mexico has been visited by more American typewriter-clickers this year than ever before, and still more going.

Will probably mean a lot of books on Mexico.

Publish Davis' Poems

Phil Davis' collection of 70 poems was accepted by the Black Archer Press of Chicago.

Due on the stands Christmas.

New Liberal Weekly

New weekly of liberal opinion in the making, to be called Public Opinion. Sponsors, who plan the thing as a co-operative venture, have banded together as the Public Opinion Associates.

Only thing holding up actual publication is the lack of an editor. They are seeking a widely-known liberal scribbler, offering the post on a profit-sharing arrangement.

Traube's Movie Novel

Shepard Traube, theatrical producer and director, has completed a novel, 'Glorious Road,' which will be published by Macaulay's.

Book depicts in story form the growth of the film industry through the development of two families, who stay in the business and grow up with it.

Chatter

Paul Knigle writing a novel next. Mary Roberts Rinehart in Leninograd.

Seventh edition for Carveth Wells' 'Kapok'.

Leonard Liebling back from a European trip.

Fannie Hurst and her husband have gone abroad.

Floyd Dell has finished a new novel, 'The Golden Spike'.

Thayer Hobson, the William Morrow head, back at his desk.

Barney Bryson sunning at Woodstock on an abandoned barn.

Paul Horgan in from New Mexico to deliver a new novel to Harper.

Joseph Connolly, head of King Features, back after a Continental o.o.

Katherine I. Tress doing a blog of the late scribbler, Rose Terry Cooke.

John Hays Hammond will go to Gloucester to finish his memoirs for Farrar & Rinehart.

Aben Kandel's new novel, 'City for Conquest,' due in September, postponed to January.

Norman White, Jr., has quit the Century Play Co. and is again agenting on his own.

Ira Glenn has completed the working outline of her new novel, 'O, Rose, Thou Art Sick'.

W. Beran Wolfe delivered a new book to his publisher and sailed for Mexico the very next day.

Tiffany Thayer easily cops the record for the greatest number of publishers issuing his books.

Apollon Gauru will publish 'Organized Labor in Industry,' by Matthew Wolf, v-p of the A.F. of L.

Grace Flandrau back from Mexico and will spend the rest of the summer at her place in Connecticut.

Edward Hale Birsdatt has handed Doubleday-Boran the manuscript of his new book, 'Enter Murderers'.

Ann Watkin no longer agenting Sinclair Lewis after many months. Latter to do his own representation.

Haskell Travers is negotiating with Julius Klein of Universal to publish at least one book of his annually.

The Andre Gide autoblog, which Random House will issue, will be in limited edition, each copy signed by Gide.

That 'Dicks of War,' just completed by Yeats Brown, supposed to be an answer to Beverley Nichols' 'Cry Havoc'.

Lewis Browne will again lecture at the University of Southern California, one of his subjects being the art of writing.

M. L. Werner has done a new one, 'Privileged Characters.' McBride's will publish. It takes Washington over the hurdles.

Myra Furst, playbroker, is still in business by herself on the Broadway beat. She has five plays set for this coming legit season.

Langston Hughes' short stories, 'The Ways of White Folks,' will be published in England by George Allen and Unwin, Ltd.

Bennett Cerf reporting to Eugene O'Neill on the Moscow productions of O'Neill's plays, several of which Cerf witnessed recently.

Katherine Bruah's next, 'Don't Ever Leave Me,' will be serialized in Cosmopolitan and published by Farrar & Rinehart in Spring, 1935.

S. S. Van Dine has written an introduction for the 50-year-old mystery tale, 'The Leavenworth Case,' when it appears in a new edition.

Hendrick de Leeuw back from those sinful places in Europe, Africa and South America. His new manuscript on the subject preceded him home.

'Laughing Journey,' novel by Tom Leonard, news editor of the RKO Radio publicity staff on the Coast, is slated for publication Aug. 23, John Day publishing.

Random House has taken Charles Dougherty's 'Travels in Arabia Deserta' for republication in a cheaper edition. Cheaper means only seven dollars per copy.

Isaac Don Levine, 15-year-old Metropolitan Mag (now defunct) serial, 'Battalion of Death,' Soviet story, suddenly in demand on Coast for flickers in the new vodka film cycle.

Jack Conroy's 'The Disinherited,' has gone into a second edition simultaneously with its publication in England by Wishart. Russian and Ukrainian translations being prepared.

H. L. Mencken wants to know what changes the Chinese language underwent in the Chinese colonies of the U. S. during the past few years. Asks anyone who knows to tip him.

Cleaver book title of the month is Eugene Cunningham's 'Trigger'.

Book Reviews

Runyon's Shorties

Damon Runyon's sudden rise to import as a writer is one of those things that makes the theatre and literary worlds what they are. Runyon has been writing his short stories for some years, but motion picture folks and the general reading public didn't wake up to him until very recently—but when they did.

'Blue Plate Special' (Stokes; \$2) is Runyon's latest collection of yarns. Thirteen stories in all and as good a baker's dozen as could be asked for. Included are 'Little Miss Marker,' 'Lady for a Day' and 'Old Doll's House,' all of which have already been filmed. Last named was called 'Nightlight Alley' as a picture. All of Runyon's stories are of the same mould, a shrewd mixture of sentimental slush with hard-boiled blabber. They're all the same quality—they're eminently readable.

Divorce-Law Fan

A. P. Herbert is a British writer who has force and personality plus a sense of humor. His 'Water Angels' brought him a lot of readers and a lot of attention. His new book, 'Holy Deadlock' (Doubleday; \$2.50), although not a novel, is a book, ought to continue his reputation and earning capacity. It ought to sell.

Herbert is concerned in 'Holy Deadlock' with the evils of the divorce laws. British divorce laws, it seems, are about the same lines as New York's (James' law). Herbert takes these laws for a ride, showing how terribly unfair and uncivilized they are. His story is, for a few pages, long-winded, but there are a lot of good laughs, some perfectly grand characterizations and the situation hits where it hurts—in England and in New York.

Screwly Romance

The Mediterranean corner being a wild and a wavyed sector of the world, books about it are likely to take on the same tinge. Such is certainly the case of 'Mediterranean Blues' (Vanguard; \$2), by Yvonne Cloud, as wild and coked-eyed a yarn as could be asked for.

Josephine is a vacillating British lass who, not knowing whether she loves Maddy or James, she shows her charms between both. And eventually, when Colonel Grey, with more coin than either, comes along he's the boy. It's fast, it's screwy, but it's funny and easy reading. It deserves to sell better than it probably will. Too adult for film purposes.

Reverting to Type

After her fling at the Hungarian, Elinor Glyn goes back to her familiar pattern for 'Sooner or Later' (Macaulay; \$2). She trends a beaten track in this history of the beautiful young thing who, though lowly born, raises herself to the peerage, or near it. Her heroine is the daughter of a chauffeur and a ladies' maid who gets an apprenticeship in a dress shop, switches to a curio dealer who peddles dope on the side, is befriended by a loose-moraled but high-minded American woman, and marries a relation of her earlier titled patroness.

Shop girls and photographers will put themselves in the place of Marilyn. To others it will be flat and uninteresting.

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Going Places

By Cecelia Ager

Miss Harlow's Problems

Very early in "The Girl from Missouri," Miss Jean Harlow makes some statements. After treating the audience to the picture of her eyes brimming with tears as they look farewell upon mother, whilst mamma goes about her business, taking care of the boys in a roadside honky-tonk, Miss Harlow announces to the Legion of Decency in the person of Miss Patsy Kelly that she has ideas; that she contemplates having babies by some millionaire or other; that a life on the stage is not for her because of the danger to her of a girl improve herself, and that, above all, a girl ought to know how to take care of herself in situations other than such situations as are sanctified by marriage.

Miss Harlow, in "The Girl from Missouri," approves, every lovely inch of her approves of marriage. It is a great tribute to her art and also to the new order that, having made her pledge, Miss Harlow and Miss Kelly earnestly shake hands, with only a minimum of constraint, instead of thumbing their noses.

That over, Miss Harlow can be herself. And is. Straightway she shows that if a girl's art is right, she can force ahead even in a rehearsal costume. In black velvet trunks, fitted so appreciative of their privilege that there's not the tiniest wrinkle to distract from the aesthetics inherent in the curve of the gradually ascending slope, and in short-sleeved white silk blouses whose soft folds proclaim what it shyly means to conceal, Miss Harlow stands forth quite as clearly and triumphant as Venus rising from the sea. So many observers have been blinded by the dazzle of her platinum hair that Miss Harlow often feels her other assets have been neglected, and so in this costume she strives, with 100% success, to be fair to them all.

In her inspiring climb from Rags to Riches—only, somehow, there never were any Rags—Miss Harlow, under other numbers of similar persuasively intent. As a fashion note she is sponsoring, pleaded ruffles clambering over the shoulders from a deep V in front in both street frocks and plaid chiffon dinner dresses. White satin drapes pleasantly about the figure for negligees, she reiterates. It's really awfully good for manifesting the fulfillment of a flat diaphragm, what that diaphragm follows a certain firm fineness above. And black cosine feathers jutting from the shoulders in compensating angles madden, too, she suggests, yet she herself becomes enraged several times during the picture at the way certain people misunderstand her looks and her friendliness, and shouts about it rather vehemently. Miss Kelly takes things easier.

Costumes and Actresses

Though it's made of sapphire blue satin and its seams are marked with bands of rhinestones, the upper part of Miss Madie's costume (Madie is Ray at the Palace) is still too obviously and far too masculine. Her second costume, little tan fringed cowgirl skirt and bolero over a white silk handkerchief about her throat which in turn is matched by rose satin panties revealed during her zealous back-bends, understands Miss Madie better.

Then there is Maxine Stone in Benny Ross' act, a gal who's developed an amusing comedy character for herself—a lazy gal, non-committal, monodially, a gal with an overwhelming need to be supine. But occasionally Miss Stone forgets her character and faces the audience back-talk with an energy that contradicts all she's built up. Nor is the back-talk funny enough for the sacrifice, nor does a lazy gal have to be a carelessly groomed gal in a two-piece white satin dress with a beaded top and skirt that displays the outlines of her underpinnings. Nor need her hair be so full and uncontrolled over her cheek in large mats.

Midget Olive in Buster Shaver's act dances with full-size Mr. Shaver and the more nervous members of the audience worry at the contrast in size as tiny Olive is yanked higher and yon, but always smiling bravely. Others question the taste of the proceedings. Olive is so fragrant, daintily pretty, shouldn't she be handled with an appreciative delicacy?

The El Chico revue poses its pret-

formers against a handsome yet severe blue background that stylizes their dancing and makes their native gypsy and Spanish costumes the more interesting, since its simplicity focuses all the attention on their detail.

Cathartic Hales

As they dance their way through this week's Capitol stage show, the Chester Hale Girls ought to feel mighty grateful that their work permits them to keep so completely physically fit, that it provides them such thorough exercise. First, they have a workout for their abdominal muscles in a sort of a jungle number wherein the girls wear lots of green feathers pinned to their little trunks, and long sequin gloves for tone; and then for the finish there's a "Moderne" thing that calls for straightforward calisthenics—arms overhead, stretch—which, done with a staring, blank expression, becomes real fancy.

"Moderne" art dancing takes place these days in long, high-necked satin dresses with long sleeves, which are exactly what the Chester Hale Girls are now wearing, and more artistic still, their dresses are white, shaded green with paint only on one side. They have sleek satin casques for their heads, too, with a fanwise extension—and if the contemporary dolman out of their sleeves wars with the classic look of their headdresses, they're too busy winding up their arms, then thrusting, to let on. They march down on the vaudeville habit of a white terrace studded with sequin acrobats.

Bob Hope introduces a pleasant blonde in a simple black and white plaid chiffon dress, who turns out to be a stooge, and a tall, slim brunette, Dolores Reid, who sings with low, mellow resonance, and looks very chic in a red, white and blue striped frock worn over a navy blue slip. Pat Rooney takes a bow perfectly groomed as always in an orange and blue plaid chiffon garden party dress and an orange felt wide-brimmed hat, and she carries a matching large chiffon handkerchief.

Miss Farrell's Manner

Knocked off her balance by finding herself cast as a faithful wife, Glenda Farrell becomes so unsteady in "The Personality Kid" as to precede her speeches with little ascending scale giggles; worse—to pucker her lips in pouts and scampers. It may be that that's what Miss Farrell thinks of wives, but just the same "The Personality Kid" audience is supposed to like them.

Miss Farrell's strange behavior drives the audience right into the arms of the Other Woman, in this case Claire Dodd, who plays a commercial artist and lives in a distraught modernist apartment lighted by lamps designed with the permanent threat of pitching over, and who has a smooch. Miss Dodd amuses herself and her gay Bohemian coterie with other people's men, snatched at random from the prizefight ring. She doesn't have much fun.

She deserves better, though. She is pretty and calm, makes no struggles for a breezy personality like Miss Farrell, has a pleasantly low-pitched voice and wears a dark one-piece frock with a high-necked white fingerie ruff collar matched by ruffs at the wrists.

In defense of Miss Farrell, it should be said that her role as a pork-and-beaner's wife includes the far from adorable feature of her being his manager too. It is virtually impossible for people to be mad about a femme prizefighter manager. Miss Farrell's control of the purse-strings accounts for her large and jaunty wardrobe, whose more becoming items are its dark suits and off-the-face hats.

Orange Week at the M. H.

It would be quite useless for visitors to the Music Hall this week to protest that really, they don't like oranges. Oranges they'll get, painted oranges on the curtains, buried at their eyes from the background; and on the platform for Ray and Sunshine and for singing Margaret Baum; applied oranges on the Rockettes' green organza skirts; oranges clustered under the slanting halo green brims of the Rockettes' hats; orange taffeta crowns on their

hats like oranges; orange trees suddenly sprung heavy with fruit on the finale fall stage—miracle trees whose dejected folk believe the vigor lurking, soon to be discovered in their electrically glowing crop. And pervading the whole scene, stealing through every crevice in the theatre, assaulting every nostril—orange blossoms.

The Ballet Corps prefers to be subtle; it's was a costume of Valencia. The people who still don't like oranges are not surprised to find that this production about oranges is called "Sunshine Land."

The stage show begins with "A Study in Black," which the orange-haters will consider a misnomer too. Because the stage is hung with pale blue draperies, and "The Entire Dancing Ensemble" wears skin-colored leotards buttoned in back with scarlet buttons, and black gets in only in the black sequin bands that, descending from the shoulders, cross in front and meet the black sequin paniers at the hips, from which black net flutters to the floor. However, no matter what "The Entire Dancing Ensemble" calls its numbers, nothing can alter the effectiveness of the Music Hall stage, banded all around with girls in the same ballet pose, nor dim the beauty of the Ballet Corps' own pet formation—the diagonal line progressing from right upstage to left downstage—just as nothing succeeds for the Rockettes like their straight line black advance finished by a kneeling bow.

Nina Whitney's solo dancing grace in "A Study in Black" is almost obscured by a white chiffon and diamond costume too heavily hung with ostrich, and a wig of long thick white curls; Ray and Sunshine's acrobatic feats are so remarkable that the Music Hall audience falls right into the vaudeville habit of applauding their challenge presentation, and even agrees to their little vaudeville flourishes and bobbing bows.

Agents' Case

(Continued from page 41)

proper presentation of their material, staging and dressing of their acts, and generally improving their status in the profession. Law provides that seeking employment shall be the prime motive of an agency.

Four hours were spent in listening to the testimony of witnesses in the way of bookers and agents, as well as that of the defendant and his general manager, Bernard Burke. Fifteen minutes after the judges had retired to their chambers to study the briefs, and by agents' counsel, Maurice Goodman and Harold Goldblatt, the decision was rendered. Judge Kernochan said:

"The chief purpose of this trial apparently is to determine whether the securing of employment for actors by the defendant is incidental to his managerial duties, or whether the managerial duties are incidental to the securing of employment. We find the securing of employment incidental to the managerial duties. Case is dismissed."

While License Commissioner Paul Moss and his counsel, Assistant Corporation Counsel Sidney E. Schatkin, cannot appeal the Allen verdict, they may still attempt to try the other seven defendants on the same charge, Marty Forkins, Harry Romm, Ferd Simon, Charles Yates, Mark Leddy & Ed Smith, and Jack Curtis, who were given summonses at the time Allen got his. At the hearing in Magistrate's Court early in June, Magistrate Louis B. Brodsky reserved decision on the others while holding Allen for Special Sessions, stating at that time from the bench that he would be governed in their respect by the verdict from the higher court. This indicates that the Allen case is a test case for all, and that he will dismiss the remaining seven defendants.

Bookers Testify

The bookers who testified Thursday were Jesse Kaye of Fanchon & Marco, Steve Trifunac of Walter Dross, and Bill McCaffery of M.H. Nat Kalheim of the William Morris office also testified as to business relationships with the Curtis & Allen office.

Kaye's testimony revolved around the booking of Lou Holtz Nov. 1, 1933, through Allen for the Fox. He indicated that he received \$2,500 of which Holtz received \$2,350. The deductions were \$1,000 for agent's advertising of the date and \$150 in commissions to F. & M. It was at this point that the city's case revealed its most damaging blow.

Among the Women

By The Skirt

Best dressed woman of the week:
GERTRUDE NIESEN
(State)

In Swiss costumes and a French setting Mameans Internationales open the State show. It is a very colorful. There are two women in this act and with Gertrude Niesen and Mrs. Al Trahan, makes four women, not enough for a vaudeville bill.

Miss Niesen looked lovely in a powdered blue-crepe made backless. A very short cape was made solidly of large blue beads. On the shoulder rested a corsage of orchids. Mrs. Trahan was swell in a black taffeta gown with huge silver dots. She carried a large black feather fan.

Amusing Film

Most amusing is the picture, "My Friend Mr. Sweeney," now showing at the Mayfair theatre. Charles Ruggles is at his best. Ann Dvorak is pleasing as a stenographer, dressing the part a little too elaborately. Her first frock is of black satin, with a wide white collar. Disrobing in full view of the camera Miss Dvorak showed a satin stepin with alencon lace. She dons a graceful frock of a thin material made full in the skirt and sleeves with Peter Pan collar and cuffs of embroidery. Another black satin dinner dress was shirtwaist in model having a very low back. The only trimmings were diamond bowknots. A white gown was made long and plain with insets of a dark material. Hanging from the shoulders were crystal balls and tiny chains.

Dorothy Burgess, in for a hit, was in a metallic gown with black velvet trimmings.

Miss Tree was lovely in a solid black sequin gown and one street outfit was worn with sables.

"Elmer and Elsie," the picture at the Paramount, will make no great stir in picturedom. George Bancroft, looking very trim and thin, is the star, with Frances Fuller as the leading woman.

Miss Fuller is a fair looking brunette and looks well as a white bride. Her other clothes are of the household type, with one street outfit of black with white buttons. A dinner frock was of a white thin material made with a small circular cape edged with ruffles.

Sophisticated Nella Walker is seen in two costumes carrying three-quarter coats, one worn with fox boa. A white lace dress had a corsage of flowers. Miss Walker wears large and small hats, all becoming.

The Danny Dare girls are seen first in red satin skirts and white bodices. The hats were of black patent leather. They are again seen in silver frocks slit up the front. The outstanding black mits covered with brilliant make for unique features in the dance number. The waterfall finale was pleasing to the eye. The girls were in combination of red and yellow. A solo acrobatic miss with red hair was in white trunks and brassiere and another high kicking miss wore green chiffon with blue slippers. She did a bit on her toes in black tights with black velvet jacket and soft felt hat.

Kaye specifically stating on the stand that F. & M. is an employment agency which secured jobs for actors, suggested by theatrical reps, in theatres. Trilling reiterated this in explaining negotiations for Gilbert Diaz with Miles Ingalls, Curtis & Allen, associate, for Warner vaudeville-filmers.

McCaffery also stated the NBC Artists' Bureau was really the employment agency which secured air jobs a year ago for Polly Moran and Mitzel Green, who were suggested by Charles Allen as possibilities for the Fleischmann Yeast program. Miss Moran, it was brought out, received \$750 for each of two one-program broadcasts with Miss Green receiving the same for one engagement. Commissions extracted from the salaries of the two personalities amounted to 10% of their gross, McCaffery testified, with half of this going to NBC and the remainder to the Curtis & Allen office.

Kalheim, who is an associate agent with the Morris office, told of negotiating four weeks of Paramount time for Dave Apollon through Burke. Salaries of the act for these engagements, Kalheim testified, ranged from \$2,500 to \$4,750, from which 5% was deducted and split evenly between the Morris office and Burke. Kalheim stated he knew for certain that Burke's duties did not end with the securing of employment for Apollon, but that he also acted and embellished the comedian's big act.

While Kalheim and McCaffery testified as to commissions received by the Curtis & Allen office, Kaye and Trilling denied on the stand that they knew what compensation defendant received for any bookings negotiated with them.

Ken Murray, Example

Allen on the stand stated that he has been an agent for 18 years and formerly an actor; that he was the one responsible for the success of Ken Murray, for whom he has been personal manager for the years, picking him up when he was unknown, schooling him and preparing his material and carefully spotting him in theatres to the extent that Murray is now a star. Also, he testified that when Polly Moran came from the Coast a year ago for possible radio engagements she had no act in script, but that he (Allen) coached her in an act and his routine that got her the Fleischmann Yeast program and a quick repeat.

He denied that his sole duties were procuring work for actors, pointing to Gilbert Diaz as a case in point by saying that Diaz came to the Curtis & Allen office a raw

amateur, was taken in hand by Miles Ingalls and coached to the point where he was now a successful performer, though still under 18. Allen stated that his office also produced units, in the past season, such as "Strike Me Pink," "Artists and Models," "Passing Show" and "Greenwich Village Folies."

Burke, the last witness, following Allen on the stand, told of his building up of Dave Apollon over a period of 11 years from a \$400 act to the point where he is now getting as high as \$5,000. To prove the fact that he alone bears all the worries of the act, Burke exhibited a couple of black checks signed by Apollon, the amounts to be filled in and spent by Burke for scenery and costumes for next season as he sees fit. Apollon is presently in London. Most, however, would not admit blank checks as evidence. Same procedure, Burke said, was followed with the act of William and Joe Mandell, whom he discovered in a circus 25 years ago, then unknown, and maneuvered into the headliner class.

Chief objections of the RKO, Loew and indie agents' associations to the licensing, was based on the regnancy of being classed as employment agencies and the fingerprinting that goes with the licensing of such, although the yearly fee is only \$25, with an added \$5 or \$10 for bonding of \$500 to \$1,000.

600 CWA Actors

(Continued from page 1)

chorus ranks and send the list to the CWA.

Up until the okay was given for the free trade units, performers in this profession have received no Government aid, although the legit film's unemployed have benefited and are continuing to do so.

As the AFA sees it, there will be approximately 20 performers used in each of the 30 units. According to present outlook, though, this does not include the chorus girls. It's figured that at least 300 chorines will be used in the re-act-type shows.

Matter of relief for the vaude performer was brought to a head two weeks ago, when AFA representatives took their plaint to Mayor La Guardia of N. Y., with CWA and Public Welfare officials also present at the City Hall hearing. The mayor expressed himself as wholly in accord with relief for the unemployed variety actors.

L. A. Goofy Over B.B. Under Kliegs, 5c Admish; Corner Lot Biz Socko

Hollywood, Aug. 6.

Hollywood has taken its indoor baseball outdoors and is doing right well by it. As a consequence, the game, quite the rage at present, is cutting plenty into the take of picture spots, golf practices, etc., to say nothing of the regular Hollywood and Los Angeles teams in the Pacific Coast league.

The soft ball game is being played at night under big lights on at least 50 vacant lots in L. A. and its environs, but the one in Hollywood, situated within a good, long putt of the hoofers' hangout at Hollywood boulevard and Vine street, draws around 2,000 some evenings at 5c and a dime a throw.

Hollywood backers started out to pass the hat, but it costs \$50 a month license to do this, so they went for the small tariff. The spot is rigged similarly to a big league ballgame with all the trimmings, down to the press coop back of the platter. Announcing also is done with a picture flavor through sound apparatus of a truck. Hackers went into the studios, big houses, etc., and organized 16 teams; two leagues with eight each. On the night caught, the spot was doing bad biz with only about 500 in the stands, according to the manager, but the fans were whooping it up for old Davidge lab team with gusto. Then, in addition to the leagues, the backers organized two professional teams and some girls' outfits so the lot is used every night and sometimes two and three games are played. Customers come and go freely taking advantage of passouts.

Any additional patronage tossed to the Los Angeles and Hollywood clubs in the Coast league would help much right now. The L. A. club is at present negotiating to play a couple of its games at Long Beach to get out of the red.

MARRIAGES

Billy Elder to Helen Costello, in New York, recently. Groom is asst. mgr. of Poll's, New Haven.

Marjorie Lytle to Philip Faversham at Yuma, Ariz., Aug. 2. Both are in pictures. Groom is son of William Faversham.

Yvette Beyer to Harry Arnhem at Yuma, Ariz., Aug. 2. Groom is brother of Gus Arnhem.

Sara Clark and Eddie Buzzell have filed intention to wed in Los Angeles Aug. 11. Miss Clark is the daughter of Hay Clark, retired Texas capitalist, and Buzzell is a Universal director. It is his second marriage, first wife being Ona Munson.

BIRTHS

Mr. and Mrs. John Henry, in Omaha, boy, July 26. Father is manager of Omaha studios of KOIL-KFAB.

To Mr. and Mrs. Cliff Daigler, girl, Juneau, Alaska, July 13. Daigler is Ben Shearer's manager of pix houses in the Alaskan capital, and a brother of H. A. Daigler, John Hamrick's right hand man in Seattle.

Mr. and Mrs. Perry Lieber, son, Aug. 3 at Hollywood. Father is in RKO-Radio's Coast studio publicity department.

Mr. and Mrs. Bill Saxton, son, in Baltimore, July 30, at Bon Secours hospital. Father is Baltimore town manager for Loew's. Mother is former Laureine Rac, vaudeville dancer.

Mr. and Mrs. Jack Dempsey, daughter, Polyclinic hospital, New York, Aug. 4. Mother is the former Hannah Williams (Williams Sisters).

Coast Lindy's

Hollywood, Aug. 6.

New York trade-marks must be a fetish with Eddie Brandstatter.

Next week he opens a new eatery to be known as Lindy's. Two years ago he initiated Sardi's to the boulevardiers.

Don Cave and his orchestra is in the lido at the Ambassador hotel, replacing the Al Lyons aggregation.

'Lynton' Suit

(Continued from page 2)

which was in the common domain since 1837 and purchased the work which ultimately was released as Joan Crawford's 'Letty Lynton.' This refers to the now notorious trial of Madeline Smith in Edinburgh. Judge Woodley holds that the Smith trial had been written up several years before and was in the public domain, and that Metro was in its legal rights by going out to buy the film rights for \$3,500 to a book written by Mrs. Belle Lowndes on this famous Scotch trial.

Parallel Thinking

Judge Woodley also dwelt upon coincidence of two sets of modern writers possibly paralleling their thoughts, meaning the suing Sheldon-Barbee team as compared to the scenarioists who ultimately adapted 'Letty' from the sources of the Margaret Smith which are reputedly public property.

For film-legit literary record, this portion of Judge Woodley's lengthy opinion may serve as precedent in other cases, as he observes:

A book or play which contains some matter not new or original must be copyrighted because it is an entire thing which, under the statute, may not be copied in toto, and the part of it which is original cannot otherwise be protected. But the securing of a copyright is a purely mechanical matter involving the compliance with the statute as to the filing of copies of the work for which copyright is sought.

The Copyright Office does not, when a book is offered for copyright, study any prior art, as does the Patent Office when a patent is sought. It grants the copyright, thus putting the protection of the law not only over the copyrighted book as an entirety, but over the original content of the book. It is then left to the courts, if litigation ensues, to say what that original content is, and to define the zone in which the copyright owner is protected.

In defining that zone it always has to be determined:

1. Whether some part of the zone claimed is not a part of a common ground—the heritage of all mankind—usually referred to as the public domain, or

2. Whether some of the infringement claimed is not a matter which is not protected by copyright for some other reason.

Ideas Not Protected

Ideas, of course, are not protected by copyright, and, consequently, the plaintiff's theory, that is the basic idea of their play, would not have been protected, quite irrespective of the fact that it was based on the trial of Madeline Smith) which was in the public domain.

Obviously, the locale of the plot cannot be protected by copyright. An artist may paint a picture of a landscape for which he can get right the landscape. The same is true, of course, of an author who places his plot in a particular locale.

The so-called sex abili which led to the acquittal of the heroine in the play and to the District Attorney's dropping the investigation in the picture has long been in the public domain, as the books cited and submitted at the trial showed.

The plaintiff's private domain did not include, and, consequently, the plaintiffs did not have any copyright protection for the structure of the plot of their play, for that was clearly in the public domain as stemming from the trial. This was also true of the irregularity of the heroine's life and of her fear of the discovery, both of which seem to be emphasized by the plaintiffs as internal evidence of copying by the defendants.

Family inheritance, of vicious characteristics, is not protected by copyright, for it has long been in the public domain.

What They Want

(Continued from page 1)

which it hopes may shortly solve at least a part of the enigma. Knowing from experience that last year's successes furnish no criterion for this year, and that conjecture leads to nowhere, film leaders are pursuing new tactics to shape what they hope will prove a scientific box office barometer for Hollywood.

Dates, Not Dollars

Instead of using the dollar sign and looking over the returns for one year, the new work, partially complete, delves into the number of play dates obtained by each major picture during the past three years.

Were it not for the present emergency, the promise of the business to the churches to turn over a new leaf and the admitted reluctant apprehension for pictures and their future outcome, it is conceded major flimdom would likely be satisfied still to regard next year's horizon as the intangible which would best be handled by that usual commodity known as showmanly instinct.

Major companies have always been credited with keeping the number of contracts on a picture a personal matter, although some of them have encouraged big receipts as propaganda for various other product in the past.

So, in order to get this information the statisticians had to agree they would keep secret from other companies the play dates lined up for each picture released during the past three years.

To date private records of some 750 features with all of their play dates have been submitted by five

Best Weather Break in Years Saves Coney From Taking the Gas Pipe

of the major companies to the analysts.

Five Majors as Barometer

From an initial comparison and classification, which will probably include five more company reports before the barometer will be ready for detail analysis, this is how the answer—to What Does the Public Want?—is taking form:

(1) During the past three years clean comedies have had the largest number of play dates in the U. S.

(2) Drama is in second place.

(3) At the bottom of the list, or that group so far having the fewest play dates over that period, are horror and thriller pictures.

(4) No attempt is being made to classify dirt pictures. The word 'dirt' is regarded by the box office scholars as too intangible and a vain attempt as a box office thermometer.

For the purposes of general classification, horror pictures are generally devoid of pay dirt. Even some of those which seemed to succeed at the time didn't have anywhere near the number of exhib dates which lesser known comedies are now recorded as having enjoyed.

Advance guesses as to the outcome will avail little. When it's all over the new barometer may not even be given any publicity. Intention of film heads in the east is to forward the analysis to the studios and let them make out of it what they will.

The best break Coney Island has had in years in the line of weather has saved the current season from the worst flop in the history of the resort.

Business was terrible and everybody was crying the blues, when along came a month of great weather.

Luna Park's non-opening hurt Surf avenue, when was a dark spot opposite Feltman's that looked like the winter months. The Coney Island Chamber of Commerce made Harron G. Collier an offer to light the front of Luna, or brighten up Surf, when the Park people decided to open the scenic railway, the airplane ride and the pool in the front part of the island, which helped matters considerably.

But still, with the biggest attraction on the island failing to open, it hurt business. Nobody realized that the creation of Frederick Thompson had meant to the resort, until it closed.

Feltman's, the biggest restaurant in the country, lost plenty through the non-opening of Luna. The bath Commissioner took a bath in the Coney surf to prove that the aqua is o.k. But some say the officials had better have a drink of it to prove it to them.

As far as the games and the joints are concerned, it's going to be a long, tough winter for the grifters. Never has the island been so devoid of anything that smacks of a game of chance.

Penny Hearts, small hoop rings that don't go over the object, flashes, wheels, have all been taboo. Mrs. Whiting, the Deputy License Commissioner, is a former Coney Island woman, and she knows all the rackets and gimmicks. The License Commissioner has been so far as to have women spotters come down and play the games. So it looks as if the boys will have to put their names on the snow-removing list to live in winter.

Autos for Dressing

What hurts the trade at the bath houses is that there are 100 or more parking spaces. The city parking space will park 5,000 or more in the city. The city has Mr. and Mrs. Hather come down in the family car, put a piece of newspaper over the windshield, get undressed and ready for the ocean dip and send the car to the bathhouse. They usually come down five to a car.

They used to say nothing new but the paint, but this year they even saved the paint. George Tillyou's Steeplechase Park put a new ride from the Chicago Fair called Flying Turns, and this is getting a good play.

Luna's closing did not hurt Steeplechase. Tillyou contends that Luna was a great draw and there were people coming down to visit both parks.

Fred Canfield and Sidney Kahn opened two new enterprises this season. One was a reproduction of the Chicago Sky Ride in miniature. This is the same ride that was in Bamberger's department store in Newark. The ride is along the lines of the old 'Trip to the Moon' which Thompson and Dundee first brought to Luna's attention. You are supposed to go up in an elevator, which is an illusion, then get off and see the Fair. A sort of panorama on canvas moves around, the lecturer explaining the points. But this illusion ride did not go. They recently stuck a couple of semi-nude fan dancers on the platform to help, but that did not draw 'em in.

The populace down here sure thought that repeal was the long-lost angel, but the angel seems to have flown in an opposite direction. Repeal didn't go. You are supposed to be benefited. It opened a lot of spots and places that were in competition.

Cabaret No Go

Canfield and Kahn opened a new cabaret, the first one since the days of Perry's, College Inn, Shelburne and other cafe names that were famous the country over. But even this didn't go. They have now changed the cafe into a two-bit club, everything a quarter including all mixed drinks.

All in all, you can put down the season as not a fair one. If it was not for the great break in weather it sure would have been a thorough bust. All of which augurs no good for the future of Coney Island. There are many who see the passing of Coney as the great pop priced summer playground of America. The classes will not help the island along, and now even the masses are giving it the go-by.

Peggy's Century of Progress

By DAN GOLDBERG

Chicago, Aug. 1.

Dear Ben:

Mr. Robinson had to go out of town yesterday afternoon and I had some time to spend looking over the Fair. Since I met Oscar he has kept me pretty close to him and I was kinda glad for the chance to get out a little and meet some new people, even though it was tough to lose that five thousand (\$5,000) for the private sitting.

The Fair is going along; how long, nobody can tell yet. A lot of concessionaires are still full of hope and say that it isn't fair to make up their minds yet on how it's going to turn out. They say, let's wait until Labor Day before we decide how to come on. They say that they will be able to tell by Christmas time whether the Fair is a success or a flop.

I did meet one concession owner who is very happy. He says with a couple of more good Sundays he might get off the nut, as they say in show business, which means he won't lose much money.

Everybody in the Fair is very kind to me, even though they are a bit jealous that I am making money. They let me in the villages and rides free. I did want to see the Hall of Sciences that they tell me they have here, but I figured what's the use; it's free and anybody can go in to see that.

I went to Ripley's Believe It Or Not concession and saw the wonders of nature, as they call them. Everybody is talking about that anatomy wonder, and I went over to Ripley's because I thought this wonder might figure as competition. But it's no competition, Benny. It's a man. He does funny things with his stomach and neck and arms. But there's no gnat to that kind of anatomy, Benny. I don't figure. I do much better with my anatomy, just me and my pillow, without making my stomach or anything else disappear.

I went into the other villages where they have the vulgar peep shows. They're not doing business though, Benny. Some of these places even let the customers in for nothing, and let them pay what they think it's worth when they go out. That's no way to run a business. It's all wrong. If you know anything at all about men, Benny, you know you gotta get the money first.

Then there's another place where they charge 15c but the girls inside have more on than the girls wear outside for the lally. That's not fair, Benny. You've got to give

people something for their money like me.

No wonder these concessions don't get anywhere. Talent is what the public wants. Well Benny, Mr. Oscar Robinson comes in tomorrow and we'll be busy as usual again. Kindest as ever, Peggy.

Chicago, Aug. 4.

Dear Benny:

If I still wouldn't advise you to waste your money to come to see the Fair. Really it is not so hot. Besides, I am the big attraction here and you know me from the old days and then I am liable to come to Danville when my time permits.

I have been getting a lot of offers for personal appearances in vaudeville. Of course, most of them are from those Randolph street agents, so what can a real artist expect. I have been thinking about it and I am trying to build an act so that the public can really appreciate my art from the audience, because after all Benny I don't dance or sing. Just me and my pink pillow.

One writer came to me with a pretty good idea of an act that would bring out my talent in the best way. He wants to have a tableau or something which makes a very pretty picture. Of course, he was going to have other people in the case but that is just to fill in the time until I come on. But this writer wants some money in advance, so it looks like the whole deal is off.

About your \$40 that you mentioned in your last note, please remind me of it in your next letter. I am in a hurry now as I have a date with Mr. Oscar Robinson, that oil-grover, for one of those \$5,000 private art sittings. Art is so important to Oscar and I hate to keep him waiting.

Kindly,

Peggy.

Oliver's Beauty Show

Hal Oliver, who last year conducted the selection of a 'Miss New York' for the Atlantic City Beauty Pageant, and then wrote an expose on the latter, will conduct a national pageant at Madison Square Garden this year, Oct. 3-4. Announces that benefits from 33 states will complete.

Oliver's beauty hunt in '33 was sponsored by RKO and the Daily Mirror, but withdrew the winner from the A. C. finals after unearthing eight 'ringers' whom the Atlantic City officials refused to disqualify.

Broadway

Bobby Kemp back from the hoop, Kelly and Comfort in from London.

Warner's testing Rodney McLennan from legit.

Tommy Bailey and Lee Sims into the St. Moritz roof.

Yacht Club Boys opening at Nick's Shipman Casino.

Out set of tennis and Charlie Yates' bad foot went out again.

Mrs. Julius Kandler and Dottie Quimble motoring to Chi and the Fair.

Doc Jack Yates, Chi's dentist to the professors, in town on his honeymoon.

Oscar Shaw's mother so ill he had to drop out of 'dude' tryout in Woodmead, L. I.

Davey Whyte, manager of Proctor's, New Rochelle, is the father of a six-month-old boy.

Radio City shop owners uniting in a biz association to make the public R.C.-minded.

The local Democratic Club on 46th street is the new hangout for ousted NYA loungers.

Jack Connelly, Pathe news chief, off to Europe. He'll visit all his continental offices.

Jeanne Collier joining Bob, now that the Hollywood Collies have gone Broadway 100%.

Arthur Mayer's fidelity may place on films being reprinted and circularized in the trade.

The Broadway pilgrimage to the 'Life Begins at 8:30' opening last night (Monday) was a record.

Doc Joe Lee guest-columned a swell Houdini piece for Marcus Griffin in the Sun, Enquirer.

Lou Diamond can tell a bigger fish story than any guy between 42d and 59th. But he does catch fish.

Eddie Elkins' Orchestra to appear in 'Gigolote', which Burt Kelly and Bill Sael will produce in the east.

Sam Lyons' particular E. E. is an aviation enthusiast, and every time she goes up in the air Sam is ditto.

Sam Lutz had a birthday last week, so they let him out from Ritz Park and look at Times Square again.

Pepny de Albrow suddenly cancelled sailing last week and hid to Saratoga instead for the racing season.

Pauline Lord is holding up in New York at her apartment home after doing 'Wings of the Cabbage Patch' for 'Par'.

Bernie Sobel reciprocated all the free feeds he's been getting with a wholesale get-together last night at Leonie's.

Par has taken two dramatic players with limited experience for short runners, Douglas Blackley and Jack Coss.

Clark Getts' conception of a swell vacation is slacks-clad lolling in the Indiana dunes near Chicago. But he stays in New York.

Ernest C. Austgen, of Loew's, Akron, in town last week and back home to tell 'em Akron's main drag looks better than B'way.

Al Simmons, a tourist agent, going to Europe Aug. 11. Going alone because he hates to have the Mrs. see how seashell he gets.

Florence Rogers, renegade of the Radio City Music Hall, is back in the city, guest of honor at banquet tossed by Pioneers Masters Assn. at Roosevelt Hotel.

With Donatone, Coe agency adding on the Truly Warner and other accounts, the ad firm has taken over half of the 22d floor of the Paramount Bldg. in addition to their present 21st floor.

Arthur F. Driscoll (O'Brien, Driscoll & Raftery) rushed to Mercy hosp., Springfield, Mass., for appendicitis op. after being suddenly stricken at his summer camp in Springfield. Doing okay now.

Those two-bit snap-up-while-walking-down-B'way businesses now total a half dozen outlets.

Steady grind and big turnover of 22 customers daily, with few failing to mail a quarter for the snapshots.

The Hague

By M. W. Eddy-Leal

Margaret Slezak singing for AVKO.

Janine Well playing solo at Kursaal in Scheveningen.

Lote Fuller booked at Amsterdam Stadium for open air performance.

Sonia Coers, selected as Miss Holland 1934, going to Hastings for possible choice of Miss Europe.

Russian Ballet at Kursaal in Scheveningen, for first appearance on continental Europe. This seaside resort is in full swing now, but hotels are empty because Germans cannot come.

Cinemas, which were badly hit by forced closing on account of mourning for late Prince Consort, now up for low ticket prices after funeral, when packed by audiences anxious to see newscasts showing procession. Notwithstanding heat handicap, houses packed to capacity.

London

Blancard Boardman here last week. Ray Vaughan off to Australia for Frank Neal.

Mrs. Harry Heichenback in town, just holiday making.

Kit-Cat closed July 28, with no re-opening date in sight.

Queen's Hotel, Leicester Square, to be converted into flats.

Michael Lyons to be operated upon for cataract on one eye.

Roy Langley of Columbia taking over management of Chappells.

Shorlock working at the Alhambra with a couple of town lighthearts.

Thornton Freeland to direct Jack Buchanan in 'Brewster's Millions'.

'Carnous Films asking exhibitors for a 50% split on 'Blossom Time'.

Mrs. Arthur Dent died July 23 as direct result of motor accident last July.

Lawrence Wright putting out feelers to try and get Irwin Dash back again.

William Gargan will be Cicely Courtneidge's leading man in her next picture.

E. E. Lyons, after a complete recovery from serious illnesses, has had a relapse.

Louise Mayer and wife in for a couple days, then off to Vichy to take the waters.

Low Leslie's 'Blackbirds of 1934' dedicated to London Coliseum, opening Aug. 27.

Frank Neal suddenly changing his mind about going to New York, and off to Paris instead.

Nigel Playfair will act as Prince Regent in Alexander Korda's 'Scarlet Pimpernel' film.

Richard Bennett guest of honor at the 'Car' \$100,000 in entertainment tax during its London run.

Sir Benjamin J. Fuller feasted by the Film Group of the Federation of British Industries in town.

Glenn Elynn may be in the 'Jessie James' show, which Leslie Henson is to produce shortly.

Christopher Bean, just closed, paid out \$100,000 in entertainment tax during its London run.

Ralph Dean elated with cordiality with which he received during his first week in New York.

Scalpers charging \$10 for stalls for the last week of the Elisabeth Bernger show and getting it.

John Hyton to do film for Gaumont-British. Originally scheduled to do one for British International.

'Blackpool's Pleasure Beach' razed during thunderstorm July 19, with damage estimated around \$200,000.

Gilbert Miller caught in the midst of the Austrian revolution; and he went there to spend a quiet holiday.

Roy Fox intends to spend his 10 days' holiday in New York, in August, eating hot dogs at Coney Island.

Kelly and Comfort losing all their baggage on way to Aberdeen. Had to play the week in street clothes.

Dorothy Fox on her third sea cruise and always preferring the Doric, which is soon to be renamed the Dorothy.

Cummings and husband Ben Levy taking a look at 'Crazy' season at the Palladium before closing.

Dorothy Fox and band vacating Cafe de la Paix to go into Prince's Restaurant and Garrick theatre for Broadway-Pratt.

Harry Day's forthcoming visit to America estimated around \$200,000 as sign he is returning to show-business activities.

Lupino Lane's latest film company, Lupino capital, \$40,000 capital, with A. Dublin, theatrical costumer, behind the venture.

Fred Spencer, film exhibitor from St. John, New Brunswick, just out of nursing home after six weeks. Goes home July 28.

Jack Payne's broadcast off for a whole week, as he cannot get together with British Broadcasting Corporation on money.

Charles Farrell and Virginia Valli on motor tour over Europe, now up to Paris, after finishing 'Falling in Love' for Vogue Films.

Honolulu

By Mabel Thomas

Mrs. Katherine Brown, mother of Helen Hayes, here.

Fred Williams down from San Francisco for one week.

Ving Rutherford, writer, with her husband and son at the Royal.

Elmer Davis of the Consolidated (going to the Orient on business).

Walter and niece of Spencer Tracy left Monday for two weeks.

William Couch enroute to Manila to shoot scenes there for travel films.

Edith Mitchell home from a three-weeks' vacation with his people in California.

Col. E. A. Schiller and wife here to shoot the local field for the Lewis interests.

E. L. Fisher back from the mainland and right back to California for shooting business.

Mrs. A. Green, wife of Warner

Bros. director, with her three sons, vacationing for one month.

Will Rogers was given a tremendous ovation when he and the missus arrived here, and thousands of fans lined the galleries to get a look at him.

J. J. Brinkley back and getting three of his midget theatres ready.

The Oahu theatre, in the heart of the Oriental district, will be re-modeled, and two other locations are neatly completed.

Chicago

Benney Meroff back in town.

Milton Schwartzwald visiting.

Billy Purl putting on a Bowery unit.

John Balaban back from a fish hunt.

Aaron Jones commuting to New York.

Tom Taggart in Chi on a radio mission.

Paul Sanders handling the Thaviv publicity.

Marvin Schenck on a talent hunt in the loop.

Tommy Sacco changed offices in same building.

Morton Downey due in town for a week's sign.

Paula Stone on more bookings in vicinity of Chi.

Mike Barnes booking the Lagoon theatre at the Fair.

Irving Yates back to New York after three days here.

Carol Frink back at her 'Job on the Herald & Examiner'.

Olsen and Johnson readying a new show for the Loop.

Muriel Kretlow and Joe Castro shaping a new dance act.

Archie Heroff escaping publicity job for a couple of weeks.

Fred Crow leaving the Majestic to manage the Auditorium.

Ed Gordon, Tri-City theatre technician, roaming around Chi for a week.

Vidor was not present for preview of his 'Our Daily Bread' at the Fair.

Motion Pictures Operators Union working in both television shows at the Fair.

Hinda Wausau becomes another Fair dancer, going into Tunisia to do a strip.

Harry Goddard, of old time stock, has an illusion concession at Oasis at the Fair.

Al Borde swapping talk with Jack Dempsey on starting a boat cabaret.

'Melody in Blue' by Joe Cherniavsky, Billy Walsh and Eddie Rimbryer, just off the press.

Duke Hickey, Universal ex-plotter, celebrated his 34th birthday and 21 years in show biz last week.

Alan Doone and Edna Koeley back from coast bantering with Irish subjects here to stage some Irish plays.

Frank Dare back to Equity office after tour of California.

Lou Pollack publicity director of World Playhouse.

Ruth Page, who danced with the MacDowell Opera, in New York and with the Anna Pavlova Co., to act as chairman of the National Board in the All-American amateur dancing contest.

Stroudsburg, Pa.

Aila Nazimova at the Unity House.

Inga Wauk concerting at Potomac Manor.

Green Mack Tenor causing some stir hereabouts.

Lloyd Jackson's band opens Jeanne Furness Lodge.

Stanley Jay m-c'ing the Indian Queen's floor show.

Burgess Woolley, of Warner Bros., visiting at his cabin.

Lillian Marchetto featured in 'Bits of Op.' at Lutherland Casino.

Irving Aaronson and his Commanders' one-nighted at Dorney Park.

Dorothy Lange and the Ensemble Trio appeared at Buck Hill.

Henri Scott of Met and Chicago Opera the attraction in the Auditorium.

Calherine Reimer, Budapest soprano, accompanied by Richard Wilens, at Shawnee.

Mary Smale and Mary Hewitt with Bernice Whitman's band playing at 'Foxy's Tavern'.

George Bernard Shaw's 'Chatterbox' presented at Forrest Park by the Pine Grove Players.

Richmond Cooper, of the Hippodrome, added to cast at Shawnee Summer Theatre.

Potomac Players, summer stock in the Stroud theatre, folded after three weeks of an amateurish cast and very slight attendance.

Paris

By Bob Stern

Percey Noel ill at American hospital.

Parvatis to play at Concert Mayol next season.

Dorin and Colline writing a revue for A. B. C.

Alfred Corti Commander of Legion of Honor.

Marcel Pagnol's 'Angela' now in cutting room.

Elsa Maxwell visiting Fellowes Gordon on Riviera.

Eleanor Mercein Kelly, author, motoring through Europe.

George Burns and Gracie Allen loudly wisecracking.

'Danque Nemo' film, released by censor, at Elysee Gaumont.

'Little Women' nearing close of third month at Edouard VII.

Georgius, comedian, hired by Varma for next Casino show.

Frank of Ritz Bar denying story in Fortune that his bar is shut.

'Veronica', with Franziska Gaal, Hungarian star, at Rex this week.

Local gossip is that Buster Keaton will not do his touted French film.

Clara Laughlin, travel writer, due here soon. She's now in eastern Europe.

Pathe announcing it has signed Charles Boyer on long-term contract.

Robert Ritskin back from Riviera on way to Deauville. Sailing Aug. 1.

Josephine Baker and Al Brown putting on a sparring contest at Deauville.

Alcazar closing July 29 for summer. Will reopen in fall with same 1300 show.

M-G-M's 'Sons of the Desert' (Laurel and Hardy) in eighth week at Madeleine.

Jean Sablon returning to music hall from films, to take part in next Folies Bergeres.

Bourdet's 'Temptations Difficiles' to play Brussels in September with original cast.

Philippe Oppenheim inviting party to opening of summer-casino at Monte Carlo.

New film house, the Napoleon, on avenue de la grande Armee, opening with 'It's a King'.

Fanny, Hedy, opera singer, and Ida Rubinstein, dancer and tragic actress, getting Legion of Honor.

Edouard Herriot reported accepting chairmanship of committee to reform laws, especially tax laws.

Le Beaters 'Miss La' picked by Marie Bell for opening production of Ambassadeurs under her management.

Fifteen thousand spectators attending performance of 'Antar', old piece of Odéon repertory, at Saintes roman arena.

Marcelle Chantal planning tour of France, Switzerland and Belgium with Kisternackers' 'La Pasant' ('She Who Passed').

Fanny Holtzman here from London to see Princess Youssouffoff on 'Rasputin' libel case. Has been visiting all continental countries.

'Jack the Ripper' piece, based on English criminal's life, to be played at Grand Guignol next season. Andre de Lorde and Pierre Chatrie are authors.

Denis Amiel finishing translation of Moinar play and working on two new comedies, 'Duplicate' and 'Liberty', both for Alice Cocea and Andre Lugnet.

Comedie Francaise board of directors deciding to go ahead with project to film Moliere's 'Tartuffe' and 'Racine', despite unanimous press opposition.

Fighting roulette competition of French resort casinos, Monte Carlo is making big reduction in prices of admission to baccarat and chemin de fer tables.

First Leon Volterra production at Theatre de Paris to be 'Marie Galante', adapted by Jacques Ivaldi from his own novel. Fox has made film version in Hollywood.

National lottery officials report 164 prizes from 15,000 francs (\$700) to a million (\$10,000) are waiting for their owners, who seem to have forgotten to come and claim them.

Jean-Jacques Brisace in Paris Midl running interest in 'Le Dervish of Kolia' and Varma of Casino, saying that wave of puritanism in America has no chance of spreading to Paris.

Jean Duvoy, author, in get-away of Commander of Legion of Honor next promotion. Leonard Bernard of Comedie Francaise on books for rank of Officer of Legion of Honor.

Yvonne Printemps back in Paris from London to try costumes for 'Brune aux Comedies', her first film, which should show this summer. Says she's going to New York with 'Conversation Piece' in September.

Louis Jouvet reported intending to do an old classical repertory at Athens, 'Bernice', starring Valentine Tessier, Thedre with Lucienne Bogaert, and 'Ecole des Femmes' with Jouvet himself and Magdalaine Odey on tentative list.

Vienna

Mex Hansen to Karlshof. 'Franziska' talker, finished. Sybille Binder back from Paris. Vaud tax to be reduced from 12% to 10%.

'Street Music' 150 up at Raimund Theater.

Jan Kiepura and Martha Berger in town.

New batch of Bulgarian visitors for Salzburg.

Dorothy Canfield's 'Mother-in-Law' serialized locally.

Adrian Koenig of States Opera broadcasting in Copenhagen.

Lehar's 'Gulditta' scoring at the Stadt Theater, Karlshof.

Hans Adler completed musical play, 'The Life of Rossini'.

London nibbles for Edmund Iyler's 'Die Bolde Melsterin'.

Viennoise Saengerknaben to sing in London in early October.

Josef Gregor publishing volume of poems in Darmstadt, Germany.

After Nero opera, Pietro Mascagni will write a Julius Caesar score.

Adrian Koenig conceiving wedding march for his French adapter, Masperey.

Count Franz Dulsky writing a Pontius Pilate play for Werner Kraus.

Marion Wunsche, Reinhardt star, signed with German theatre in Prague.

According to Vienna reports star actress Sari Fedak is writing a comedy.

Gilbert Miller and family holiday-munking here after short stay in Budapest.

New scheme for reopening Carl theatre, which was dark for five solid years.

Committee of education planning regular stage performances for school kids.

Christl Mardayn here after debuting in the Youngs Baron Neubach's 'The Little Soldier'.

Ria Byron-Weidenhoffer, prominent figure in Prague society, to appear on Vienna stage.

Frank Fox under contract to Josefstadt to conduct revival of Ralph Benatzky's 'My Sister and I'.

Hans Kurt Haum to sing on local radio, and invited to give a concert on Jan. 29 in London.

Gustav Froelich off to Dalmatia to produce 'Bosnina', talker starring Brigitta Horney and Atilla Henger.

Leos Janacek's opera, 'Ossud' ('Pate'), broadcast from Brno, Czechoslovakia in honor of composer.

With exception of Theater an der Wien and Raimund Theater, all legit, music, and vaud houses dark over dead summer months.

After starring in English version of Franz Schubert talker, 'Unfinished Symphony', Schubert-Hanna Jaray vacationing in Mauterndorf.

Karl Dvorak's birthday. The Sybille Binder, Lid Dagover, Katho Gold, Albert Bassermann and Ernst Deutsch under contract at the Stadt.

D. L. Prymberger back from London, where he saw and liked 'Label', 'The Wind and the Rain' and 'Lauburnum Grove'. He will open with 'The Wind and the Rain'.

Film regisseur Paul Czinner telling local interviewers that his wife, Elisabeth Bergner, will not appear on Vienna stage, owing to her forthcoming appearance in New York.

San Francisco

By Harold Bock

It's a boy at the home of Jim Walsh.

Mel Hertz again organizing at 101 Captain.

Harry Maizlish and Frank Blount are Warner.

Lou Langer in town to oversee United Artists' reopening.

Toy Johnson leaving Sunset Press for the Isle of Grass skirts.

Ed Walker, Helen divorcing hubby, whose band is now on Russian River.

Perry and Helen O'Neill's kid revues ending semi-annual low at the Warfield.

Bob Doman back at his publicity typewriter now that United Artist is going again.

After Gorman's heat, A. A. Schechter couldn't get used to the Frisco coolness.

WB Hot On Fox-Met

(Continued from page 4)

asked if his plan would involve Warner Bros. individually or in combination with others (excepting Loew's). Rogers said he was not prepared to answer that question. Abel Carey Thomas, of Thomas & Friedman, general counsel for WB, was at Rogers' side but interposed no answer. Neither did he appear in any way in behalf of Warners on the proceedings.

Judge Mack, with the consent of Morton G. Fogue, counsel for the bondholders' committee whose reorg. plan is under consideration, agreed to give Rogers 10 days in which to submit his plan, setting next hearing for Aug. 16.

After outlining the situation as it stands now and listening to further objections to the original reorganization proposal, Judge Mack asked if there were any alternative plans. Only one, Rogers indicated, was in mind, and he asked for more time to work it out. Other than refusing to answer whether WB, or others along with WB, would have a part in the plan, Rogers tipped nothing at yesterday's hearing.

Judge Mack had indicated prior to development of the Rogers plan that in view of the fact that there were no offers up for Fox-Met, that he would take under advisement the objections raised to the initial reorganization scheme and await settlement of the question of the indie bondholder petition to reorganize Fox-Met under the Corporate Bankruptcy Act. He issued a stay against further proceedings in this matter Thursday (2) and the next day an appeal was taken from this stay to the Circuit Court of Appeals. Judge Manton had ruled that such an application for appeal would have to go before the full court at the fall term. Meanwhile answer to the original bankruptcy reorganization petition signed by Judge Woolsey had to be in not later than Thursday (2).

Action by Aug. 16

Indications are that unless the Rogers plan receives consideration and present objections are not removed, action may be expected on Aug. 16 or shortly thereafter.

Archibald Palmer, attorney for the three bondholders seeking to reorganize Fox-Met as a debtor corporation under the new bankruptcy laws, was in court yesterday (Monday) to object to the initial reorganization proposal for Fox-Met mainly on the grounds that for Halsey, Stuart & Co. it was a plaything and that they could control it in any way desired.

Palmer said that recently the bonds in Fox-Met have gone up or down sharply. He wants to know who causes the rise and fall. Judge Mack interposed that he never knew the persons all holdings or interest of members of the bondholders committee but said that he would like to know. When asked by Palmer if he would order information in this direction, including how much in securities of Fox-Met committee members had on being appointed and how much has been acquired since, the court did not answer.

Judge Mack indicated, however, that he had received no complaints from creditors against the committee's reorganization plan, adding that he always gets a lot of letters in cases of this kind.

Among other things, Palmer attacked contracts on reorganization

with Shouras Bros. and Randforce, maintaining the market should be opened to other operators who might be wanted or are interested.

As suddenly as three bondholders got a petition to throw Fox-Metropolitan into bankruptcy, while a reorganization as a receiver corporation and offer from Loew-Warner for its purchase were under consideration, just as suddenly Federal Judge Mack during the past week stopped all proceedings in bankruptcy so that matters pending before him could go forward. As a consequence Judge Mack set yesterday (Monday) for another hearing into the Fox-Met offer received from Warner-Loew's.

Two Surprise Moves

Coincident with complaint to the Federal Trade Commission in Washington by Greater New York exhibitors that acquisition of Fox-Metropolitan by Warner-Loew's might create a dangerous monopoly, the WB-Loew bid for the houses was withdrawn on notice to Judge Mack. Both moves came as a distinct surprise. The withdrawal of WB-Loew in particular gave rise to considerable speculation.

While the effort of New York exhibitors, through the Independent Theatre Owners' Association, to protect themselves against what they regarded as a domination of metropolitan N. Y. by Loew, may have been back of the renounced offer, it is reliably reported Loew's, Inc. was not afraid of this at all. The ITOA during the past week had dispatched Lowell Mason, former Darrow Recovery Board counsel, recently retained by the Loew's, to Washington to outline the seriousness of a WB-Loew acquisition of Fox-Met. Indie contention all along has been that Loew's would so rule the New York situation on product and in many other ways as to impede the unaffiliated exhibitor in competition with that outfit.

A deal for Fox-Met would also have greatly weakened RKO's position in Metropolitan New York both as to theatres and RKO Radio Pictures. Not to mention a possible restriction of film supply because of stronger buying power by Loew's. Radio product stood to be replaced in around 12 Manhattan (downtown) Frisch houses in Brooklyn alone which have not been playing Metro pictures.

When Loew's pulled out of the combined offer to buy Fox-Met with WB on Friday (3), the most authoritative reports were that Fox-Met bondholders were prepared to accept the \$4,500,000 bid in preference to the proposed reorganization plan which now remains the only matter on which action impends, with one exception. This is the effort of three indie bondholders to clear the way for reorganization of F-M under the Corporate Bankruptcy Act, a move that was interposed last week when Judge Mack issued an order staying all such procedure. The bondholders on Friday (3) went before Judge Manton in the Circuit Court of Appeals in an effort to override the Mack restraining order.

WB Started Bidding

It was Warner Bros. which originally sought a New York circuit of its own bidding \$2,500,000 for Fox-Met. Immediately Loew's, which last season had all of the Warner product in New York and this year will have half, put in an offer itself of \$1,000,000 and announced it was prepared to go higher. Then the two circuits got together and combined their offers. Loew's to get everything east of the Hudson river; WB the Fox-Met houses to the west.

Supposition now is that operating and film product understandings between WB and Loew as well as with the Shouras-Randforce may be or have been arrived at. No other reason can be seen for sudden withdrawal of Loew's from their viewpoint aside from what WB may do.

Judge Mack's action enjoining any bankruptcy proceedings of Fox-Met came swiftly on the eve of an examination scheduled for Thursday morning (2), at which many persons were to be questioned, including executives of both Warner Bros.

and Loew's, Inc. Apparently disturbed by the order of another Federal Judge John E. Woolsey, in granting a petition of bondholders for a reorganization of Fox Met under the new Corporate Bankruptcy Act and directing numerous persons to appear for examination before Special Master John B. Joyce, Judge Mack acted on his own court's motion in staying all such proceedings.

In a brief order signed by himself, Judge Mack vacated the order for examination as scheduled Thursday (2) and decreed that all proceedings under the Judge Woolsey decision be stayed and enjoined until further notice of the U. S. District Court. He also noted that all proceedings in the Fox-Met matter as a debtor corporation, other than petitions or motions to be noted for hearing before his court, also be stayed.

Halts Adlers' Action

Effect of Judge Mack's order was to temporarily, if not permanently, set aside the action that had been taken in the petition of Samuel, Jacob H. and Herbert M. Adler, bondholders, to reorganize Fox-Met under the bankruptcy laws, a petition which they had succeeded in getting Judge Woolsey, also of the Fed bench, to sign.

Justice Mack made an effort to stop everything else on Fox-Met outside of his jurisdiction by restraining creditors and attorneys from taking further proceedings with respect to or affecting property or assets of F-M.

He noted in his own motion that the Adler bondholder petition was filed when Fox-Met assets were in the custody of the U. S. District court through its receiver, Irving Trust Co., and at the same time that there was pending in the equity side of the Federal court a motion to approve a plan of reorganization. This plan, together with the \$4,500,000 combined offer of Loew's and WB to take over Fox-Met, has been up for hearing on numerous occasions recently but adjourned with various developments occurring. Most surprising was the Adler petition for reorganization under the Corporate Bankruptcy Act, the development Judge Mack quickly killed.

The Justice noted on his motion that this step was taken without notice to him or any parties of the original equity case.

Three bondholding Adlers represent \$910 in Fox-Met gold notes. They proposed a reorganization of Fox-Met under Section 7-B and the appointment of trustees. Order of Judge Woolsey, signed Monday (3), directed that examinations be held under Section 7-B of the bankruptcy laws before Special Master Joyce Thursday (2) relative to acts, conduct and property in connection with Fox-Met.

Those directed in the order to appear that date but relieved of the necessity by Judge Mack's restraining order were A. C. Blumenthal, Saul E. Rogers, Leopold Friedman, Nicholas Schenck, J. Robert Rubin, Harry M. Warner, Major Albert Warner, Joe Bernhardt, Joseph W. Dixon, Warner Marshall, Jr., Abel Carey Thomas, Ernest Niver, William M. Greve, Alvin J. Schloss, St. Eban, William Atkinson, Max Horwitz, Central Hanover Bank and the Irving Trust Co.

Group included executives and attorneys of both WB and Loew's, as well as banker and other interests.

50 YEARS AGO

(Continued from page 44)

Every other week the engagement was stated to be off because of his inability to secure singers at prices which would show him a profit.

Buffalo Bill in Phila and having the unusual experience of a better business the second week than the first.

Chicago figured 10 theatres would be open to road shows when the season opened.

During a salary row in Atlantic City, one of the players stabbed the manager of Virginia Garden, but came swiftly on the eve of an examination scheduled for Thursday morning (2), at which many persons were to be questioned, including executives of both Warner Bros.

John E. Davis doubled with the Great Interocean 12 shows. To have 4 rings, a platform and track.

Cross, the Liverpool animal man, was advert. of an elephant in calf. Aren'd approaching maturity would be a sales factor.

OBITUARIES

BERT LEVY

Bert Levy, 62, cartoonist, writer and vaudeville player, died in Los Angeles, Aug. 5, after a long illness.

Levy, who came from Australia some 35 years ago, was most prominent as an entertainer. Departing from the usual chalk talker with his sketch paper on an easel, he originated a prism device for throwing his work upon a screen. In actuality he made his drawings on slides, coated them with lampblack and brushed this coating off, gradually revealing the slide in a manner to suggest the work of the moment. He defended this practice on the ground they really were his drawings, and that it gave a better act. As the lantern necessitated a darkened stage, he chatted or whistled as he worked. He was a man of culture and his act stood several stages above that of the usual quick sketches. He was generally headlined and for the best part of one season was a headliner at the Hippodrome in his hey day.

He was for some time a contributor of both cartoons and articles to VARIETY, and during the White Hat strike, about 16 years ago, he played a prominent part in the acrid discussion.

In Loving Memory of My Husband
JEAN ACME LEROY
Died August 9, 1932
Gone, but not forgotten
SADA LEROY

His stand brought him into some disfavor with the Rats, but eventually they recognized the soundness of his arguments. Some years ago he settled in Los Angeles, in practical retirement, writing and illustrating books.

Survived by his widow, who resides here and several brothers and sisters in Australia.

JEAN FOUQUE

Jean Fouque, 61, general secretary of the French Paramount Corporation, died Monday, July 23, at his home in Gruffy, in the French Alps. He was an officer of the Legion of Honor and had an important place in the French military organization.

Fouque had been with the French Paramount for 10 years. He was not only a secretary-general in France an important administrative post-of the main company but also of the organization that owns the Paramount theatres here and of the studio company. After a year's illness he was believed to be on the way to recovery and had returned to his home town for convalescence.

KONRAD DWERTHON

Konrad Dwertthon (28) theatrical manager whose real name was Kurt Goldwert, died in Vienna July 15 after contracting paralysis as a result of severe nervous shock. Dwertthon directed tours of Elisabeth Bernger, Grete Mosheim, Paul Werner, Max Hanson, Gustav Froelich and Gitta Alpar. He was also for almost a year manager of the Kommodie and was the first continental director to launch "Ten Minute Alibi" in the German adaptation by Erich Glass.

MORRIS E. BOWMAN

Morris E. Bowman, for many years secretary of the Malheur County Agricultural Society, and a pioneer promoter in the annual Malheur County fair, died at his home near Youngstown, O., July 27, following a short illness. A widow and one son survive.

Burial was made at Bowman's Corners where he had been a lifelong resident.

TOMMY GETZ

Tommy Getz, 72, widely known as owner of Ramona's marriage place made famous by Helen Hunt Jackson, died Aug. 1 of heart ailment in the house at San Diego which is noted as "Shrine of California romance."

An actor for many years, Getz founded San Diego Troupers Club and once wrote and produced for

stage. Born in France, he went to Coast 20 years ago.

KOTHA KRAUS

Kotha Kraus, popular in South Africa, died July 3 in the Cape Town hospital. Was formerly Kapelmester of Nuremberg, Germany, enjoying an excellent reputation as conductor. Went to South Africa some months ago and intended to reside in Cape Town.

His widow, Lilli Kraus, won appreciation in Africa as singer at concerts and broadcasting.

LUCILLE YOUNG

Lucille Young, 42, pioneer film actress, died in Hollywood Aug. 2 following an operation. Cremation followed services on the Coast. She was a former leading woman for D. W. Griffith, the old Pathe studios and with Cabanne Productions in New York. She worked in pictures for the last 20 years.

WILLIAM H. ALLEN

William H. Allen, 45, for the past 16 years stage manager for Owen McGivney, died suddenly of heart disease July 2 at Philadelphia. Allen previously to joining the act in 1918 was stage manager of the Hamilton theatre, New York. Burial was at Newburgh, N. Y. He leaves a sister.

JAMES BOGARD

James Bogard, 43, died at Vineyard, N. J. In vaudeville he worked as Nicoll and Bogard and Jim and Flo Bogard. In musical comedy he starred with Jimmy Hodges, he was also with "Pretty Baby" and "That's My Wife." Intermarried Vineyard. His wife, son and daughter survive.

CHARLES J. MARLEY

Charles J. Marley, 49, former sales manager of Columbia Pictures Corporation, died of asthma, in Tujunga Valley Sanitarium, Cal., Friday (27). Burial in Forest Lawn, Glendale, Cal.

Surviving are widow, two brothers and two sisters.

ANTON MAZZANOVITCH

Anton Mazzanovitch, 74, died July 31, in government hospital at Tucson, Ariz. After years of service in "United States Infantry, during which he fought the Indians, he went on stage, being a trouper for 30 years and friend of David Belasco and Arthur Hammerstein. His home was in Hollywood.

DANIEL EVANS

Daniel Evans, 35, scenario writer at Paramount, died in Hollywood Aug. 4 as the result of an automobile collision. Survived by his widow and two children.

NIKOLA GOSHITCH

Nikola Goshitch, Yugoslav comedian, died after a short illness. His repertoire was varied, but mostly he played comic roles. He was not yet fifty when he died from pneumonia.

MARGARET WHITE

Margaret Leoni White, 63, of Dick and Mag Leoni (ring act), died July 23 in Chicago. Burial will be in the Catholic cemetery, Chicago.

Survived by husband and two sons.

JAMES E. PERRY

James E. Perry, 50, electrician at Paramount studio, Hollywood, was killed in an automobile crash Aug. 4. A widow and three sons survive.

Wife of W. Archibald, one of the owners of the Coronado theatre at Coronado Beach, Cal., died July 30 of pneumonia. Besides the husband, three children survive.

Father, 75, of Irving W. Gordon, Troy dance orchestra leader, died in that city recently.

Father of Jay David Blaufox, playwright and p.a., and Paul Blaufox, theatre manager, died Aug. 2 in Rockaway Beach, N. Y.

Father, 65, of Nat (Buddy) Howard and Westy (died July 23 in New York.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISEMENTS, CIRCULAR LETTERS WILL NOT BE ADVERTISED IN ONE ISSUE ONLY

Bayard Victor
Foster Billy
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Rollins John
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White Daniel

DOROTHEA ANTEL

326 W 72d St., New York City
New assortment of GREETING CARDS in New Ready, 21 beautiful CARDS and FOLDERS. Bored, Post-paid for

One Dollar

H. MILLER

INSTITUTION OF INTERNATIONAL

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP-1532 BROADWAY

Fairs Dropping Circus Acts as Customers Ask for Girly Revues

CHICAGO, Aug. 6. Circus acts are rapidly passing out of the picture as far as state and county fairs are concerned. Secretaries have complained to the fair agents around this town that they are tired of the same high-wire, jumping and risley turns. That the public wants girly and girls and more girls after the fashion developed by the musical comedy motion pictures.

Practically every important fair in the midwest is plugging a presentation-revue type of show for this coming season rather than the old-fashioned leapers and tumblers. The circus turns are being relegated to the early matinee shows when the kids flock to the fairs. But for the adults in the evening the circus tricks are not so thrilling. For these people the fairs are parading plenty of femme units, loaded with costumes, comedy and dancing.

Barnes & Carruthers agency here has some half-dozen units on its own books. All are pretty much in the same mold and what they are composed of can be seen from the titles: 'Show of a Century,' 'World on Parade,' 'Echoes of Broadway' of which there are two companies, 'High-lights of the World.'

REAL CIRCUS FAN

Lancaster, Pa., Aug. 6. The circus season is ended so far as Tom Dyer, 79, former manager of Ringling Bros. and Barnum and Bailey's advertising car No. 1 is concerned.

Daily, who'll cross three states to see the circus, saw the show nine times this season, beginning with the opening in Madison Square Garden.

Now the big top has moved out of his traveling range so he considers season closed.

He was retired four years ago when he reached the 75 mark. He began his career as a bill poster with Ringling Bros. and switched to Barnum & Bailey when it was still considered a mild show. He worked for the outfit throughout his entire career building up to paper boys.

ONE-SIDED BETTING

Akron, O., Aug. 6. With preparations nearly completed, and greyhound schooling sessions about to get under way, the Northfield dog track is expected to open Monday, according to Attorney Richard Moriarty of Cleveland, counsel for the promoters.

Betting will be carried on at the Summit County side of the line with the pari-mutuel system operating under Ohio laws. Mr. Moriarty said. Mayor George Kusta of Northfield stating that his township is in favor of the races and the expected revenue, has declared that any opposition to the races must come from Summit County officials.

BUTCHERS STILL BANNED

Davenport, Ia., Aug. 6. When the Ringling Bros. and Barnum and Bailey combined circus gets going full blast here Wednesday (8), sale of food and drinks of all kinds will be barred on the lot.

Far put up by the city council as a precautionary measure to guard against typhoid fever, an epidemic of which hit the circus recently in Michigan. Indiana also banned the eats on the lot.

GONE FROM THE DOGS

Xenia, O., Aug. 6. A voluntary dissolution of the Fairfield Amusement Park, Ltd., organized in 1929 to promote dog racing, was voted by stockholders from Dayton, Springfield, Middletown, Hamilton and Covington, Ky.

CIRCUS ROUTES

Week of Aug. 6
Al G. Barnes
Aug. 6, Cornwall, Ont.; 7, Kingston; 8, Peterboro; 9, Oshawa; 10, Hamilton; 11, Kitchener
Aug. 6, Wilson, Pa.; 7, Stanton; 8, Hinghamton; 9, Hurrell; 10, Glen; 11, Janesville; 12, Buffalo
Aug. 6, Ringling Bros. B & B
Aug. 6, Madison; 7, Detroit; 8, Cleveland; 9, Toledo; 10, Springfield; 11, St. Louis

G-B Plans

(Continued from page 3)

deal within a few days. If not it'll be some other house. It's got to be a big house. It's got to be on Broadway. His company needs a showcase, not a hideaway, he feels. In other cities it's a matter of waiting. Only when and if it is found to be a necessity, although a house in Chicago strikes B-ward as probably a good idea, at least.

After Real Stars

Tabu? That's a problem. Real stars are needed and will be found somehow.

'We have George A-liss for three pictures,' Bernard pointed out. 'We're talking to two other American stars of a rowing in the same class. We want, eventually, to have about half a dozen, at least, really strong American stars. We have passed the experimental stage on that. We don't want almost-the-reals and we don't want has-beens. We don't want feature players. We have enough of those on our own. We want stars.'

'When we get the stars, it seems to me the situation will be this: we will have at least half a dozen films with strong names and appeal at the box office, to start with. While we're selling those we will be making more with the same or more stars. Those pictures ought to get their money back and ought to introduce some of our own talent strongly and auspiciously enough so that we can then slowly take some of that talent and present it on its own without hesitation.'

That English Accent

The question of accent was brought up. It worried Bernard. He doesn't see why it should be as serious as it is.

'We, in England,' he pointed out, 'managed to learn your American slang and accept it. Every time I come over here I am told about British accents. It's my 19th trip and always the same story. Do you want to know something? I don't believe it's anywhere near as important as you would like to make believe it is. I don't believe it's a barrier we can't hurdle. I believe it's largely a matter of selling the exhibitors. I don't think the audiences actually, most of them, give much of a hoot whether there's an accent there or not.'

There are exceptions, of course, he admitted.

'When we go into some our dialects, Lancashire and such, some of our own Londoners don't understand it,' he admitted. 'But that's true about some of your local accents here, too. By and large, if we use the sort of English that's used in London we'll be understood by the average American without difficulty. You understand me, don't you?'

The reporter admitted he did. 'Well, then,' Bernard said. And that ended the subject of accents. With him on the trip Bernard brought half a dozen of the best G-B pictures, including 'Evergreen,' 'Chu Chin Chow' and 'Man of Aran.' Some others are on the way. Which one he'll start with he doesn't know.

'Whichever one my New York sales chief decides he likes best, after I appoint a New York sales chief.'

And who will be the N. Y. s. c. ? That, too, Bernard didn't yet know.

In the meantime he was here to get things started. And in several months Balcon would be here to look at his end. And in two weeks Mark Ostrer, of Gaumont's board, would be here to help Bernard get started. And in six weeks C. M. Woolf, the company's managing director, would be here to watch things get started.

Craig's Mental Work

Freddie Craig, 16, mentalist, said for London Friday (10) for some London dates. He opens at Finway Park Sept. 3, following into the Palladium for a fortnight. Craig spent one day last week getting ready for the British dates memorizing the names of all the main streets in all British big cities.

STILL NO SHOWMEN

Frisco Exposition Board Named; All Business Men

San Francisco, Aug. 6. Officers of the San Francisco Bay Exposition, which will run the '38 world's fair here, have been named by the board of directors, and have opened offices in the Financial Center building.

Chairman is Athol McBean, businessman, president, Leland W. Cutler, insurance broker; vice-president, B. B. Meek, university exec; treasurer, John F. Forbes, president of Californians, Inc., a publicizing group; secretary, Col. Allen G. Wright, attorney.

Directors still haven't put any showmen on the board, but are chinning over finances, etc.

CANADIAN VETS BACK IN BILLET

Toronto, Aug. 6.

Over 50,000 Great War veterans are in Toronto today for the first reunion of Canadian troops who served in France. Large area of the Canadian National Exhibition grounds has been turned over to the ex-service men and transformed into a French village behind the lines.

Area is enclosed by barbed wire and sandbagged trenches. No civilians are allowed in. French village is complete with billets, inevitable spired church, estaminets and village square complete with manure pile. Chalk scrawls on walls direct the troops to the various 'maisons.' Boys have also been granted a special beer and wine license so that the proper spirit may be maintained in the estaminets. These have also been equipped with badly tuned pianos as well as phonographs and records of war-time vintage.

Most of the men are in uniform; those who can't get into the olive drab are wearing colored berets and armbands identifying their divisions and regiments. Guest of honor is General Allenby, who captured Palestine from the Turks in 1917. The entry into Jerusalem will again be enacted with 350 men swinging into the saddle to go back in memory to the scorching days of their triumph in the Holy Land. Admiral Tyrwhitt, commander of the British fleet, will also be present.

Nightly concerts will also be staged in the French village by Capt. Mort Plunkett, originator of the 'Dumbells' overtures, which later toured Canada, and the United States for some seasons after the Armistice. Gathering lasts five days. Men will live in billets during that period and are honor-bound to sleep on straw and carry out fatigue work as they did during the conflict.

MAY SWITCH PARK

Fort Wayne, Aug. 6. Lease on Trier's park expires this year and so far George Trier, proprietor and general manager has not made it known if he will resign or not. Talk of city re-opening old Robinson park which flourished several years ago. Located seven miles from city limits and abounds in natural setting. Trier's park situated just on edge of city and has never been a real mecca for picnickers and such.

BB-B-B SUFFERERS

South Bend, Aug. 6. Ringling-Barnum circus attendance cut 40% on account of typhoid fever scare. Eleven members of troupe behind in hospitals for observation. All working men. Names given as John Kelley, Alfred Webster, John King, David Morrison, William Shee, Timothy Kennedy, Robert Brown, James Coleman, Timothy Carroll, Kit Young and Harry Tustin.

LOOKS LIKE BLACK

Burlington, Ia., Aug. 6. Tri-State fair this week started off with a bang, all space having been signed, considerable problems most of the booths, so financially that end of the fair is definitely in the black.

FAIR GETS AUTOS

Elkader, Ia., Aug. 6. For the first time in the history of the Elkader fair, auto racing will be introduced Aug. 17.

Free Expo Exhibits Battling for Visitors; Going for Giveaways

SALINAS SHOWS BLACK FOR SECOND SEASON

San Francisco, Aug. 6. Annual Salinas rodeo and horse show, July 26-29, made more dough for the cow town this year than ever before in its history. Although Salinas is generally known as a bovine center, it has plenty of agricultural dough, too, and with this year a good one for payrolls, profit is estimated as near the \$10,000 mark.

Last year it was some \$6,000, but the two years prior to that were in the red. Foley & Burke curvy is staked out here each year, and cashes in heavily on all rides, concessions, etc.

Music Notes

(Continued from page 40)

er, and 'Here Today and Gone Tomorrow' to Irving Dash.

Sherry Magee unit moved last week into the King's Terrace, upper Manhattan.

Kettridge Wheeler joined the press department of Mills Artists, Inc., last week, as assistant to Ned Williams.

Duke Ellington leads the parade of name bands at the Canadian National Exposition, Toronto, opening Aug. 24 for a stay of two days. Combo getting \$3,000 for the date.

Jimmie Temple orchestra at Club Kentucky, New York. Booked by Saul Stein.

Neva Lynne and Sedano are doing their terpsy turn at the Simplot Casino, Manaroneck, N. Y.

Cordova Sisters now with Leon Belasco at the St. Moritz in a routine of Spanish tunes.

Globe Attractions, booking agency, has opened offices in the Hotel Majestic, Utica, N. Y. Composed of Al Hall, formerly with WMCA; Anthony Gigliotti and Gene Kipper. Globe is booking orchestras and floor shows.

Harold Adamson and Burton Lane have signed with Metro for one year, to 'write songs. Team also tied up for year with Robbins Music Co.

Johnny Crowe and Aristocrats begin an engagement at Villa Louis on River Road, Louisville, after 19 months at Log Cabin, Jeffersonville, Indiana. They replace Jiminy Green's orchestra.

Sam Coslow is writing the score for Paramount's 'All the King's Horses,' which will feature Carl Brisson.

Lloyd Huntley's Isle o' Blues orchestra now playing aboard The Showboat on Lake George, N. Y., with a 15-piece lineup.

Abe Lyman will stay on at the Colony Surf Club, West End, N. J., for the balance of the summer.

Maurice and Cordeba, ballroom team, sailed Saturday (4) for a run at the Palacio hotel, Rio de Janeiro. Clay Bryson band accompanied the team.

VETS RUN FAIR

Decorah, Ia., Aug. 6. Veterans of Foreign Wars post here, and will sponsor the annual county fair on Aug. 10-12. It will feature a big carnival, revue, free attractions and introduce horse-racing on the three days.

Adds a Wedding

London, Pa., Aug. 6. James J. Floyd has been appointed manager of the Quakerstown fair for this year and is arranging the program for the week of August 21-25. Will include a marriage free and baby and popularity contests.

Chicago, Aug. 6. Concessionaires at the Fair have giving up trying to get people to drop money for the various spots, but the free exhibit concessionaires are discovering that they can't even get people to come in for nix. With the attendance at the Fair slow, free exhibitors with huge coin invested in good-will displays are battling each other to get visitors.

General Motors has started to give away one free Chevrolet each week in order to bring the people into the spot for a look at the GM building. They have spotted men at each entrance at the Fair to give coupons to every visitor. Coupons must be dropped in boxes at the GM building.

Goodyear company exhibit is using its two big blimps to advertise its attractions. Issuing up a possible income of \$100 an hour for the use of the blimp for advertisers, the Goodyear company is using the blimp to tell the people in neon lights that the Goodyear exhibit is free and that besides the commercial stunt there is a vaude and circus acts for the public's entertainment.

General Motors is now talking of spending \$100,000 for name orchestras and warblers to drag the people down towards its exhibit. Only worry now is whether they'll get enough attendance at the Fair to make the 100G expenditure worthwhile.

HOTCHA, FANNER DID BALTO FAIR TO BIZ

Baltimore, Aug. 6

The Glenburnie Carnival, annual Anne Arundel county fair, current, has gone hotcha for the first time in its existence, and is consequently winning more publicity and colts than it ever snared.

Has installed a 'Streets of Paris' exhibit, plus a fanner, Lily De Haven. As result fair is drawing greatest crowds in its history and the town, fifteen miles south of Baltimore, is split into pair of factions, one disapproving, the other cheering.

Aside from the fanner, the Nat'l Agency of Balto has pencilled in a line of girls, a pair of specialty acts and an ark to support the plume-waver in rounding out the 'Streets of Paris' show. The official carnival committee, not a concessionaire, is handling the girly show.

Out Mix Case

Kansas City, Aug. 6.

The old case of horse embezzlement against Tom Mix, which was recently revived in the county court at Newkirk, Oklahoma, by Colonel Zack Smith, of the 101 Ranch, was dismissed by Judge John M. Burger, this week.

The charge involved a horse Miller said Mix took from the ranch without permission, but which Mix said was lent and had to be destroyed because of a broken leg.

FAIR PARADE

Canton, O., Aug. 6.

The 11 week parade of Ohio county and independent fairs get under way Wednesday (Aug. 1), when the Ashley community, Greene and Logan county expositions opened respectively at Ashley, Xenia and Bellefontaine. Each will extend through Friday.

The season will reach its crescendo the week of Aug. 19 to 25, which precedes the Ohio State fair at Columbus, with 15 expositions and will taper off in early October. Five county fairs are scheduled next week.

AIMEE AND THE CATS

Estherville, Ia., Aug. 6. They're harvesting the cats crop in the tall corn state and likewise Aimée McPherson is making the lesser towns and villages within state stir. The cats in the picture will be there still hot. For the farmer has the cash now, it's not in the bank, and all day a result of payment of a cash crop insurance program to discuss production.

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ELLSWORTH VINES, JR.
AFTER 5 HARD SETS—



—and then he Smoked a Camel!



AT THE TOP OF THE HEAP IN TENNIS! That is the enviable position of Ellsworth Vines, Jr., the spectacular young Pasadena athletic star who holds the U. S. National Championships for 1931 and 1932, and has now swept through the 1934 professional ranks as well!

You'll enjoy this pleasing "Energizing Effect"

—now newly
explained
by Science

When you've used up your energy at work or play—smoke a Camel and notice how soon you feel your flow of natural energy snap back.

This experience, long known to Camel smokers, has now been confirmed by a famous New York research laboratory. Camel smokers enjoy a positive "energizing effect"... a healthful and delightful release of natural, vibrant energy. Millions have found this to be true. A typical Camel experience is this, Ellsworth Vines, Jr. speaking—

"Championship tennis is one of the fastest of

modern sports. After four or five sets, you sometimes feel that you just can't take another step. That's when a Camel tastes like a million dollars. Not only does the rich, mellow fragrance appeal to my taste, but Camels have a refreshing way of bringing my energy up to a higher level. And I can smoke all the Camels I want, for they don't interfere with my nerves."

So, whenever you want a "lift," just smoke a Camel. You can smoke them steadily. For the finer, MORE EXPENSIVE TOBACCOS in Camels never get on your nerves.

CAMEL'S
Costlier Tobaccos
never get on
your Nerves



Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

**"Get a LIFT
with a Camel!"**

VARIETY

PRICE
15¢

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H'WOOD'S SPENDING ORGY

'Death of Dillinger' a Sad, Sad Song As Authored by 2 Radio Hillbillies

Lancaster, Pa., Aug. 13.

Not since the death of Floyd Collins have the Hillbilly boys had anything to stimulate their imaginations like the recent and sudden death of John Dillinger.

"The Death of John Dillinger" is the title of a very mournful song, pointing out the highlights in the gunman's career and the perils of evil companionship, to say nothing of a verse or two covering the actual shooting and death of the notorious character.

Cliff Grey, chief Hillbilly for station WGAI, is responsible for the words and Riley Lousch, leader of a hillbilly band, wrote the music.

Boys have had the song printed in a local printing plant, with just enough music to help the average guitar player on the right track.

They're peddling them at a dime a throw and report a very successful depletion in their first edition of 8,000.

2 Record Advance Ad Ballys for 'Cleo' And 'Night of Love'

Record advertising budget for the Paramount, N. Y., has been set on "Despatch," opening Thursday night (16) on a special premiere. A total of \$20,000 will be spent on advertising in papers alone on advance and through the run, calculated to be at least three weeks, with a possibility of four. This is exclusive of the cost of other advertising, sniping, trailers, lobby displays, fronts, etc., which will probably run the total cost to \$30,000 or more.

While the N. Y. Par spent close to \$50,000 on advance and opening of the house when built, it has never gone over \$10,000 on any picture to date. Average has been \$7,500.

The all-time high of \$31,000 advance campaign for a two weeks' run of a picture, set by Sam Goldwyn on "Nana," is going to be topped by Columbia.

On advance and advertising during a fortnight's engagement of "One Night of Love" at the Music Hall, N. Y., probably opening Sept. 6, Col has set \$32,000 as the new high.

N. Y. STATE A SPONSOR

Would Stimulate Consumption of
Farmers' Milk

N. W. Ayer is auditioning several five script shows for the N. Y. State Milk Distributors' Association. When and if a program is selected, the milkmen will have five quarter-hour periods a week on CBS for 13 weeks.

Series will attempt to sell the kids on the idea of drinking at least a quart of the fluid a day.

New Show Biz

Was a time when the reviewers wanted to know how the show was, before the opening of a new revue.

Now with the influx of the cabaret-theatres the press boys' first question is 'How's the chef?'

BOOKING STAR BARTENDERS ON ROUTES

Billing and routing "master mixers"—ritzy for bartenders—is the new idea of likker showmanship. A new Cuban rum being introduced into America is daily advertising Senior Jose Cuervo, president of the Cuban Bartenders' Union, head barkeep from the Hotel Nacional, Havana, and formerly with "Sloppy Joe's," who is making a route of the bigger New York hotels.

The ads call attention to guest-star engagements by the bartender, who will probably mix the presidente, daiquiri, planter's punch, canabolas, mojitos and panchos and kindred native rumba potions.

The senior opens at the Hotel Astor, New York, playing split weeks in each spot.

BEER COMPETISH TOO TOUGH FOR PIC NABES

Fort Wayne, Aug. 13.

Competition between theatres and beer gardens has reached such a state that Associated Film Exhibitors of Indiana would seek to secure city legislation providing an entertainment license fee.

If adequate results are not attained in cities, state legislation will be sought. Local theatre men have made no bones about it that the present race between theatres and beer gardens with vaudeville shows, is much too keen.

In making their initial plea public, the theatre executives have outlined the numerous technical laws, which they are compelled to follow in running their houses, and from which the gardens are exempt so far.

One method of cutting into this competition has been to run extra late Saturday midnight shows, which leave the patrons so worn out by the time the show is over.

(Continued on page 49)

AVERAGE COST PER FILM UP \$50,000

Increased Big Name Salaries and Expense of Script Revisions Due to Morals Campaign — Nullifies \$250,000 Per Pic Cost Intention

NO DEPRESH

Hollywood, Aug. 13.

Hollywood is still on an orgy of money spending.

Today it costs an average of \$50,000 more to produce a major company film than it did in the boom days, and the cost is mounting. NRA is conceded to be responsible for \$20,000 of this average through increased costs of labor and material. The other \$30,000 is charged off to the increasing salaries of name players and more recently the heavy story charges due to repeated re-writing of yarns to fill the morality bill.

Tough part of the situation—at least to the majority of Hollywood talent and workers—is that the big salary increases are going to a limited few. Small coterie of draw names, periodically skipping from studio to studio, boost salaries constantly.

Scenarists Pull Purse Strings

Similar conditions exist in the name writing field. One studio has a scenario on its list at \$4,000 a week and another at \$3,500 a week, plus \$100 expenses for writer's home and additional bonuses up to \$25,000 for each original story.

While other industries are cutting to the bone, the picture business, at least from the production end, has a record not of curtailment, but of operating under a heavier expense than before.

They still talk of \$1,000,000 productions here. "Merry Widow" is now up to \$1,500,000 and expected to go to \$2,000,000 before it's finished. "Treasure Island" cost around \$1,000,000.

And not so long ago Hollywood announced that it was trying to keep picture costs down to \$250,000 or less.

It's not only the most important companies that are spending. The so-called smaller majors are in it too. One of this class recently paid \$50,000 for two weeks' work from a name who is considered hot in Hollywood, although box office receipts have proved otherwise.

No one seems to know how to remedy it. There's a limit to the names considered as draws and these will continue to skim the cream. Competition for them is so keen they will continue to practically write their own tickets until some way is devised to add to the royal family.

Loew Launches 'Name' Buying Spree; Grabbing All Big Coin Acts Available

Blotter Blackout

Hollywood, Aug. 13.

To foil forgers, local banks are using black blotters.

Bankers say dark stock is crook proof for any sig tracing, as John Hancock does complete fade-out in the black.

Loew is going on a name booking spree that tops anything on record for pre-season talent buying, even in the good old days. Whether or not the Loew booking office is out to corner the stage name market hasn't been stated, but in the last two weeks that circuit has grabbed about everything available in the name line for as far ahead as November.

Meanwhile, RKO and the other circuits are remaining practically motionless as far as name buying goes, being undecided as to policy for next season. Impression in vaude circles is that if Loew continues its torrid booking pace it will have the name situation about sewed up by the time the other circuits make up their minds.

With Loew having already tied up a lion's share of available names, it's going to be particularly difficult later on for circuits wanting name material which have theatres in direct competition with Loew theatres. A case in point is Par's Paramount on Broadway, which commencing next week, experiments with a straight picture policy, but with most of the Paramount organs admittedly committed to the belief that restoration of stage shows is inevitable. While the Paramount is experimenting, Loew has already decided and the Capitol and State, on Broadway, are already fortified.

(Continued on page 51)

NAMING STREETS AFTER ACTORS IN PARIS

Paris, Aug. 13.

When they cut a new street in Paris they usually name it after a gent who was a soldierman from the district in 1880 or a local boy who was killed in the war of 1870. That practice is all over, for a while at least. By decision of the Municipal Council, moved by Councillor Besson, new streets in this town will be named after stage people for some time from now on.

First new one will be called Rue Moumet-Sully, after great French actor. Then will come Rue Sarah-Bernhardt, rue Lucien — Guitry (father of Sasha), rue Rejane, rue Felix-Huguenot and rue Firmin-Giemler (former Odeon director who died this year). One author will also be honored, Frederic Lollie.

Those names will probably go to streets to be opened up in the former zone of fortifications at Saint Mandé, on the eastern border of the town near the Vincennes Wood.

Flame Dance Looks Like Novelty Click Of '34 Chicago Fair

Chicago, Aug. 13.

With every conceivable type of dance being attempted at the World's Fair this season and with all of them proving meaningless, it appears that the exposition finally got something last week in Muriel Page and her flame dance. It looks like the dance click of the season. It also happens that it's again the Streets of Paris which presents the dancer novelty of the exposition. Last year Paris' tore records to bits with Sally Rand and her fans.

Flame dance had been in production more than a month before perfected. Mechanically intricate, it involved plenty of engineering. In the dance, Miss Page, costumed as a moth, actually comes up in flames when she is caught by the shooting fire of the huge stage candle. She emerges from the flame minus any costume, which makes the act a sock in addition to the flame spec.

Music for the dance, which runs about four minutes, was written especially by Josef Chase up in flames. It's at the B&K Chicago. Song will be issued in a pop release under the tag of Dance of the Flame.

SUMMER STOCK'S OWN IDEA OF HIGH FINANCE

High finance in summer stock operation is shown in the report of one company which tried out near New York recently. It cost \$138,230 to operate the show for one week, actors getting nothing because they were on straight percentage. Income for seven performances was \$254.

This company operated at a low minimum in all departments, management figuring that it couldn't miss when so cheaply hooked up. That was its big mistake. It was A-1 showstopping, but it wasn't good enough.

Reckoned statement for the week shows the following expenditures: Rent, \$75; printer for account, for passes and circulars, \$5; publicity man (two weeks at \$5 a week), \$10; sign painting, \$10.

(Continued on page 51)

Natan Tells What's Wrong with U. S.; Says That Hollywood Is a Mistake And Nothing Much Else Is Right

Paris, Aug. 4. Bernard Natan, head of Pathé, and back in Paris from the States took time off for one solid hour to sock the American industry with both fists. Flanked by Henri Diamant-Berger, director, who accompanied him to New York and Hollywood, Natan talked about what heeds the American producers are, and Diamant-Berger chimed in from time to time and elaborated on the subject.

Outstanding among his contentions is that Hollywood is over-producing merely for prestige, and that prestige is another word for bankruptcy. He had lots more to say about the horrors of Hollywood, the bad business methods of American filmers and the exaggerated reputation of American films.

Ever since his return, Natan has been keeping aloof and mysterious. Tuesday (31) he called a press conference, intended to satisfy the general curiosity which had been hammering at him. Without Natan's realizing it, some American reporters got in with the mob. One of them went up to him after his formal interview and presented himself. Natan, astonished, begged him not to get excited about what he had said and elaborated on how well he had been treated in America and how much he liked Americans. Then he got going again.

Too Many Pies

The United States needs only 200 pictures a year, and produces 1,000, Natan said. He even said an eminent American producer had admitted as much. But he wouldn't name the producer.

Los Angeles as a whole is a great mistake, Natan says. The desert encroaches on the outskirts of the city, and if the people stopped irrigating their gardens they would soon be covered with sand and be barren.

Situation of the French stars in Hollywood is pathetic, said Charles Boyer and Maurice Chevalier as so homelick it's sad. America has ruined them, and they can't wait to get back to their native land, declared Natan.

There is no American artist in Hollywood who can't be equalled in France, Natan declared. Diamant-Berger came in then with a list of French artists who equal the best shots—Annabella is as good as Dietrich, he said, and Bach can show tricks to any American comic.

"The future is ours," declared both Frenchmen.

Too Cheap

They agreed that the American industry is ruining its business by giving the public too much for its money. Two pictures and a girl show for 75c or \$1 is all wrong, they said. "The theatres are throwing films at the public by changing bills twice a week, instead of making

(Continued on page 47)

COOGAN'S BRONC

Ex-Kid Star Goes in Zane Grey Western for Par

Hollywood, Aug. 13. Jackie Coogan is back in a feature picture. Youngster has been spotted by Paramount in 'Code of the West', a Zane Grey Western. Picture will be directed by Arthur Jacobson, elevated from assistant director.

Sten Pic Will Be Viewed by Femme Clubs in Keyers

Hollywood, Aug. 13. The Russian Easter, midnight mass scene in Samuel Goldwyn's 'We Live Again', starring Anna Sten, is to be shown in key spots throughout the country to club women and church organizations prior to general release of the picture.

First showing, with a chorus of 30 Russian voices, is slated this Wednesday (15) for Mrs. Alice Winters, club woman contact of the Hays organization, and her committee.

'We Live Again' is based on Tolstol's 'Resurrection.'

Prof. Pitkin Too High, So Fox Cuts Confabs

Hollywood, Aug. 13. Walter B. Pitkin, Columbia professor and author of 'Life Begins at 40', quickly upped his price for advising on the film script when he learned Fox was sending a writer east to confer with him.

William Conselman, adapting the best selling book, had to cancel his plane reservations at the last minute when Fox decided it could do without the professor's advice.

'ZIEGFELD' DELAYS

Fannie Brice, Ann Pennington, Davis Back to N. Y.

Hollywood, Aug. 13. Fannie Brice and Ann Pennington are N. Y. bound, as former had to get back to start rehearsals for the 'Follies' road tour before end of month. Both came to the Coast figuring on going into 'The Great Ziegfeld' picture at Universal, but production will not start for another six weeks.

In party returning with them was Roger Davis.

Cortez, Todd's Vaude

Kidnapped Cortez and Thelma Todd will be among picture names coming east for vaude this fall. Each will do a skit.

Stage time is being negotiated for the filmers by the William Morris office.

Wathall's Termer

Hollywood, Aug. 13. Fox has placed Henry B. Wathall on a year's contract, first-terminer for the veteran since silent days.

Initial film under the pact will be 'Bachelor of Arts.'

LOOMIS SIS. INITIALER

Hollywood, Aug. 13. Loomis Sisters due here the end of the month on a Fox contract, will be spotted in a musical produced by Jesse Lasky.

Another from legit-headed for Fox is Thomas Beck, arriving here Aug. 25.

ALLEN-MARSH TRIAL UP

Hollywood, Aug. 13. Dave Allen and Gloria Marsh go to trial again today (Monday) in Superior Court on morals charge preferred against them by June DeLang.



WILL MAHONEY

Elmer D. Sugarmann of the 'Billboard' said: "The big moment of the show is Mahoney. Not a wee bit less appealing than when he used to bowl them over a street up at what the boys still call jokingly the ace house. Will makes a vaude fan's heart warm. He shows that the heroic figures of either day do not divide in comparison to some of the frank jokes of today."

Direction

WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York City

WARNERS MAY FINANCE LEW BROWN LEGIT

Inactive as a legit backer for about three years, Warner Bros. is contemplating bankrolling the stage again, with Lew Brown as a possible producing partner. A deal is on for Warners to finance Brown's 'Yoked Boy Makes Good,' musical, this season. Newest title is 'Hollywood Be Thy Name.'

Plan under discussion involves 'guest appearances' in the Broadway show by Warner contract players between pictures. They'd alternate in coming east for a couple of weeks or a month each.

The Warner terms require that the Brown show be made into a revue, although it's a book show. As Brown had it planned, change would be simple, since the book is not yet written.

Trouble with the book has delayed production of the Brown musical up to now, with lack of financing also reported to have stood in the way. New money was reported to have come from George Jessel recently through a buy into the show by the comedian, but it now appears Jessel's deal with Brown whereby he would go into the show was merely a negotiation actor-manager proposition on a percentage basis.

In the event the Warner deal is set, show will be spotted in WB's darkened Hollywood on Broadway.

Warners also contemplates backing the Ray Henderson-Jack McGowan book musical, for which Harry Richman is signed.

'Fifty Million Frenchmen,' four years ago, was the last legit angled by Warners.

CAMERA SPILL

Nine Bike Riders Pile Up On Joe Brown Film

Hollywood, Aug. 13. Nine men were injured in a spill during the shooting of a sequence for 'Six Day Bike Rider' (FN) at the Winter Garden Velodrome here, Joe E. Brown, star of film, was injured.

At first thought fatally hurt, Lou Rush, bicycle jockey, and Dave Landy, motorcycle rider, are reported recovering in a hospital. Elmer W. Dyer, cameraman, and Mike Lally, assistant director, were slightly injured.

Cooper Ready

Hollywood, Aug. 13. Gary Cooper arrived from New York today (Monday) to start in 'Kings Lancer' at Paramount. Grover Jones is rewriting the script which Henry Hathaway directs. Support for Cooper includes Henry Wilcoxon, Richard Cromwell, Sir Guy Standing and Monte Blue.

Press Heads of Majors Muzzle Fan Mag Scribes; Must Oke All

BERGNER SET

B. & D. Pic, B'way Legit and Film in Hollywood

London, Aug. 13.

Elisabeth Bergner will make one picture for Darryl Zanuck (20th Century) next summer.

Miss Bergner starts filming on 'Escape Me Never' for British & Dominions Oct. 1 here. She starts in the same show (legit) in New York for Harold B. Franklin and Arch Selwyn in January, as previously scheduled.

Sylvia Sidney's 25G Suit Vs. Shoe Co.; Used Photo, No Permission

Counsel for Sylvia Sidney will seek this week before Justice O'Leary in N. Y. Supreme Court to have struck out the defense made by the A. S. Beck Shoe Corp. to the actress' \$25,000 suit for name and picture infringement damages. Miss Sidney claims that the shoe distributor used her photo in a series of newspaper ads without permission.

In its answer to her complaint the Beck company declared the ad agency handling the Beck account had obtained the required okay from the screen player and that, anyway, the habit of actresses allowing their names to be used for such purposes, whether approval has been received or otherwise, should make a satisfactory defense. It is the contention of Miss Sidney's counsel, House, Grossman and Vorhaus, that the written consent which the Beck company claims its agency got is a forgery, and that the doctrine of custom could not serve as a defense in this case.

WINSLOW TO THE RESCUE

Max Will Save Starving Black Bass at Thousand Islands

Hollywood, Aug. 13.

Max Winslow finally succumbed to his annual nostalgia for the Thousand Islands. He left here Friday (10), with Mrs. Winslow, for New York, from where they will entrain north for their summer home this Thursday (16).

That Winslow had his St. Lawrence river complex became apparent here a month ago when he started to reach his office mornings at 11, instead of 10:30. Finding that he could slip that over he was only a question of time before he asked Harry Cohn for a vacation.

The hungry black bass at the Islands are delighted. Their prize chump is coming back.

Keating, Miss Rice Ill

Hollywood, Aug. 13.

Two players in Columbia's 'The Captain Hates the Sea' are in local hospitals. Fred Keating underwent a minor operation at Cedars of Lebanon hospital and will be out of the picture for a week. Another operation has been advised after he finishes work at studio.

Florance Rice is at Good Samaritan hospital for an arthritic condition caused by septic sore throat.

Leonard's 'Marietta'

Calver City, Aug. 13.

Metro has set Robert Z. Leonard to direct 'Naughty Marietta,' with Jeanette MacDonald and Neilson Eddy heading the cast.

Picture will begin late in September, which is time scheduled to start production of 'Her Excellency's Tobacco Shop,' Ramon Novarro's first since his year off.

BAER DISLIKES DEFEAT

Hollywood, Aug. 13.

Despite talk that Max Baer might go into 'The Milky Way' as his first for Paramount, film will probably be kayved for the champ, because defeat angle in yarn is regarded as poor showmanship.

Studio has handed production assignment of the picture to Douglas MacLean.

Hollywood, Aug. 13.

Studio publicity heads, meeting at the Hays office, passed stringent censorship regulations governing fan magazine writers last week.

Under the new ruling every fan mag writer must submit to the studio publicity director before publication any article written which involves a contract player; must first obtain approval of the p. a. for any idea on which an interview is to be based, and whenever possible a third person, representing the studio, must be present at the confab.

As a penalty for disobeying any of the rules a writer will be denied admission to the studios.

The muzzling agreement is explained as a means to curb the inaccuracies, misrepresentation and exaggeration of facts by certain fan writers, which tend to create false impressions in the mind of the public.

Western heads of fan magazines will meet with Hays office officials Wednesday (15) to discuss banning and censorship on material they write, which studios want okayed hereafter before printed.

Tip is out that they will be told that creditable publications will not be affected by the regulations.

Extras Plunge

Hollywood, Aug. 13.

Extra total took a dive again last week, only 3,316 finding work through Central Casting.

Biggest day was Wednesday (8), when 964 found jobs.

BUZZELL MARRIED

To Sara L. Clark—May Defer Honeymoon Trip Due to Prod.

Hollywood, Aug. 13.

Eddie Buzzell and Sara L. Clark, daughter of H. T. Clark, retired Texas capitalist, were quietly married at the bride's home in Beverly Hills at noon Saturday (11) by Superior Court Judge Lester Roth. Besides the bride's family and Buzzell's brother, Samuel Jesse, N. Y. lawyer, only a few friends were at the ceremonies, with Mrs. Samuel Briskin matron of honor.

After the ceremony party went to the Beverly-Wilshire hotel, where a breakfast reception for around 300 was tendered, with prominent picture people attending.

Couple is undecided whether to go to Honolulu or remain here, as Buzzell is due to start direction of 'The Girl Friend' for Bill Rowland Productions at Columbia the end of this week.

Local Author Makes Good, 'Dames' Title Worth \$5,000

Chattanooga, Aug. 13.

Ticking 'Dames' for the title of his short story, which he sold several years ago to Street & Smith's Detective Magazine for \$2 was a happy inspiration to Warren Kimsey local writer.

Warner Bros. last week paid Kimsey \$5,000, ending negotiations of several months.

SAILINGS

Aug. 7 (New York to London) Will Mahoney (Pres. Harding).

Aug. 30 (London to New York) John W. Hicks Jr. (Manhattan).

Aug. 18 (New York to London), William Beaudine and family (the de France).

Aug. 10 (London to New York) Clifford Whitley, Kathryn Thaiden, J. C. Coughn, J. C. Bernard (the de France).

Aug. 16 (London to New York), Sophie Tucker (Washington).

Aug. 18 (London to New York), Mark Ontner (Aquitania).

Aug. 11 (New York to Paris) Marcel Achard, Charles Boyer, Philip Reisman, George Landy, Dr. Samuel Margoshes (Paris).

Aug. 20 (New York to London) Greta Keller (Berengaria).

Aug. 12 (New York to London) Mr. and Mrs. Benny Davis (Paris).

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FAN CLUBS RUSH ROOMING

Calif. Gov. Race Goes Carney While Oldtimers Gasp Among the Stumps

Los Angeles, Aug. 13. Race for governor in this state should really be held under canvas and an admish charged. It's the closest thing to a carnival that's hit these precincts in years. All manner of showmanship injected into the campaign and scant attention is being paid to old line naturals.

Responsible for the swing to bally is Upton Sinclair, Socialist-turned Demo candidate who hasn't missed a trick to let the natives know that he's their man. Veteran politicians are so flustered at the trend of events that they're dusting off old circus stunts to meet the competition.

Even the dailies have gone daffy on the 'on to Sacramento' movement, the Hearst evening sheet running occasional front page in the manner of the horse racing tables, with weights, jockeys, odds, etc. At this writing, with the primaries just two weeks off, Sinclair is being quoted at 3 to 1. Incidentally, McFarland is the choice of dunces for the GOP nomination. Third party in the runoff will be Raymond Haight, campaigning under the triple threat of Republican-progressive-commonwealth.

Uses Footlight Bally

Sinclair broke the ice months ago with his Epic theatre as a prop for his campaign fund and incidentally bulwarking his golden promises via the footlights. He followed this with a nickel tabloid weekly that is said to have sold as high as 25,000 copies per printing.

To take the molasses out of the flow of contributions to the campaign officers, Sinclair hit upon the idea of staging dances on Sundays which helped to cut down the distance between paydays for his workers. Dancehall operators protested on the ground that jiggling on the Sabbath is verboten in this (Continued on page 6)

CARROLL SWITCHES WEST

Will Do 'Beaux Arts' on Coast, Starting Sept. 1

Hollywood, Aug. 13. New York to Hollywood switch has been made by Earl Carroll for production locale of 'Beaux Arts Ball'. Film is for Fox release and is due here next Friday (17). Work starts around Sept. 1 at Metropolitan studio.

Shift to Coast is due to ERI's eastern service studio not giving Carroll amount of space he wanted.

Producer brings 36 girls from New York, rest for ensembles to be culled here. Maurice Chevalier returns with Carroll.

Matter of Credits

Hollywood, Aug. 13. Warners is retelling the Paul Muni story as 'New Border Town'. Film credits will not mention Carroll Graham, from whom the studio bought the book, 'Border Town'.

Robert Lord will be credited for the yarn as an original with Laird Doyle as adaptor and Wallace Smith, continuity. Studio claims nothing was left of the original.

Beal the 'Minister'

Hollywood, Aug. 13. John Beal has been given the title spot in Radio's 'Little Minister'. Katharine Hepburn starred.

Those 2 Boys

Hollywood, Aug. 13. Sid Silvers seems unable to get away from Buddy DeSylva. He doesn't seem to want to either.

DeSylva, who just seemed to do four films at Fox, is submitting a similar fourth scenario for Silvers to write and act in the flick.

VIDOR JOINS GOLDWYN

Will Direct Next Sten Feature, Due in Fall

Hollywood, Aug. 13. Sam Goldwyn has hired King Vidor to direct the next Anna Sten film in the fall.

Vidor is giving up his career as an indie and self-financed producer to take on this proposed Russian yarn, with a Moscow background. While abroad, Vidor will gather atmospheric stuff for the pic.

DeSylva Ready For His Quartet Of Fox Pictures

Hollywood, Aug. 13.

Buddy De Sylva, contracted by Fox to make four pictures, has arrived on the Coast and starts work Sept. 1. Deal made with Winfield H. Sheehan on the eve of the latter's departure for Europe calls for two musicals and two drama films.

DeSylva is given free rein over his productions in the matter of story, cast and director. He has been assured that there will be no outside interference.

Fox deal has caused DeSylva to forego his plan to produce a Wheeler and Woolsey musical in association with Max Gordon as he will be in the midst of production at the time the W-W show would have to be in rehearsals.

Comies are shopping around for another producer connection so as to get the stager ready for play dates for which they held guarantees. Kaimar and Ruby and Sid Silvers will take over the DeSylva chores of providing the book, lyrics and music.

Rejects Role in Serial, B. P. Releases Actress

Hollywood, Aug. 13. Jacqueline Wells has refused the lead in Universal's 'Tallspin Tommy' serial, and as a result B. P. Schulberg cancelled his personal contract with her.

She had been under his wing a year.

AUTO SPILLS

Isabel Jewell and Mrs. Hal Roach in Two on the Coast

Hollywood, Aug. 13. En route Sunday night to obtain a physician to attend her father, Isabel Jewell lost control of her car and wrecked it. She miraculously escaped serious injury.

Returning from the hospital where Hal Roach is recovering from an appendicitis operation, Mrs. Roach and daughter, 12, were injured slightly in an auto accident Sunday night.

Dot Parker's First

Hollywood, Aug. 13. First assignment for Dorothy Parker, under contract given her by Paramount, will be an original yarn intended for Carole Lombard and Les Barry.

Studio also tagged her husband, Alan Campbell, on a writing-acting ticket. Pair are due in the studio Sept. 10.

CHANSOR OPTIONED

Hollywood, Aug. 13. Will be a book for the novel 'The Road to Rome' by...

535 UNITS TOTAL 750,000 MEMBERS

Revival Covers Country, with Studios Putting Official Okay on New Crop

RADIO'S ROOTERS

Hollywood, Aug. 13. One of the earliest racketeers in the film biz—fan clubs—is back with a swish and gone completely respectable. Latest checkup shows that 535 such groups have mushroomed over the land with an aggregate membership around 750,000. Allowing for three to a family, that makes a pretty healthy rooting section for the cinema satellites.

Studio execs who used to hide when fan clubs were mentioned have been weaned away from fear and have even gone so far as to give the critter a gentle pat on the conk. Which is proof sufficient that the club gag has broken away from its solid companions and is again a fit and proper subject to discuss at church soirees.

It isn't such a far cry back to days when the boys glommed all those coin enclosures that poured in from members. It cost as high as \$250 to be initiated into a film star club in those halcyon days and suckers were plentiful. On top of that, those star stills furnished gratis by studios seemed too good to give away when the chumps were willing to part with 50c for lithographed mug of their idols.

(Continued on page 16)

B.B.B. PROBES FILM SCHOOLS AGAIN IN L. A.

Hollywood, Aug. 13.

Better Business Bureau has begun probe of fake picture school racket on complaints that at least a dozen new ones have sprung up. School operations are said to cover mostly middle west and northwest states.

From local offices racket: advertise for chumps to register their photos for \$1 each. Course in schools is suggested as come-on bait, with hint of picture careers to follow.

LeRoy Gets 'Lamps' 1st, And Then 'Adverse'—If

Burbank, Aug. 13. Now cutting 'Happiness Ahead', Mervyn LeRoy is next set for 'Oil for the Lamps of China' at Warners.

Probably will then direct 'Anthony Adverse' if script ready by that time.

Claim F.D.R.'s On the Cuff Expenses Offset 'More Than Prez' Salary Cry

RICHMAN DEAL COLD

Columbia Shelves Intended Yarn for Future Use

Hollywood, Aug. 13. Deal for Harry Richman to take top spot in 'Hello Big Boy' at Columbia is cold. Company has tossed the story on the shelf for possible revival next year.

Victor Schertzinger, originally set to direct the yarn as his next, is now preparing 'Georgiana' and may swing back to 'Hello' when 'Georgiana' is completed.

Big Gain Shown In '33 Jobs and Amuse. Receipts

Washington, Aug. 13.

Substantial gains in employment in amusements and service establishments occurred in 1933, Commerce Department announced this week in publishing results of first survey of American business undertaken as a relief project. Although figures for bowling alleys, service stations, barber shops, theatres, restaurants and similar other establishments were lumped, limiting usefulness of the report, the Census Bureau promised, with its typical diligence, that a detailed breakdown will be available in the early future. More detailed analysis, expected to show exact figures for different sorts of amusements, will be forthcoming, it was said, late in October or early in November.

General summary showed that peak for full-time employment in service and amusement fields was reached in November, when 461,704 regular workers were engaged, while low spot came in February, when full-time employees numbered 402,181. Part-time employment was high in November at 196,804, and at bottom in January at 159,411.

There were 471,950 service establishments and amusement places which reported total receipts of \$2,114,024,581. Payroll amounted to \$738,770,144, of which \$461,635,909 went to regular workers and \$77,124,232 to extra help.

WILLIAM TOPS 'IMITATION'

Universal City, Aug. 13. Warners has loaned Warren William to Universal for lead in 'Imitation of Life' originally set for Paul Lukas.

Picture is currently in fifth week of shooting.

Estimating that some 10,000 men in the U. S. are yearly getting a bigger salary than the President, of which the NRA officially reports over 100 are picture people, showmen believe there's another angle to the situation.

Veteran Washington contacts of show business have a different way of looking at the Presidential compensation. At first crack they concede that NIRA publicists are within bounds in comparing the President's \$75,000 salary with the \$100,000 and up compensation of others in many of some 300 American industries and retail spheres. But it is estimated that there's about another \$300,000 to be tacked on to F.D.R.'s \$75,000.

Those concerning themselves with the idea write it off as follows:

Anybody ought to be glad to pay \$25,000 a year rent for the White House as a home and another \$25,000 for the business offices there; payroll for domestic servants in the White House proper, junior service in the office buildings, secretarial service, policing, etc., probably runs around \$75,000 per year; another \$75,000 may be a conservative estimate for food and entertainment; eight automobiles, such as the Government furnishes the President, as well as a private car for each of his three secretaries with chauffeur, the salaries of these three secretaries, plus their assistants, probably runs about \$60,000 per year and an estimate on those automobiles would run about another \$15,000; phone calls, cables, etc., must sum another \$15,000; and a Presidential summer vacation probably means \$50,000.

Which is all very well, as it should be and no squawks say the statisticians, except that when they start pointing out that film people get more salary than the President, a few other factors should also be considered.

WRITERS' BOOM IS ALL OVER

Hollywood, Aug. 13.

With most studios well supplied on story material and shooting scripts, the writers' boom of the past three months has ended and the scribers are now vamping 'till ready.

The boom, which started in July, was the most prosperous the writers have had in years. Times were so good during its peak that practically all regular members of the scenario fraternity in Hollywood were employed writers without previous screen credit or literary or stage background.

But most lots are now overboard on writers. Metro last week had six contract scenarists waiting round for assignments. Fox laid off all but a handful of its regulars, while Paramount, Universal and Radio also have been paring during the past few weeks.

There are many empty offices available on all the lots.

Stalled by Busted Prop, Roach Goes Under Knife

Hollywood, Aug. 13.

Hal Roach underwent an operation for appendicitis at the Good Samaritan hospital last Thursday (9). Condition is reported satisfactory.

Wish to be silent, Roach planned to defer operation until after light that same day to New York. Postponement caused a hitch in such matters as the Roach production of 'The Sign of the Cross'.

Forgotten Writers

Scribblers Who Work Without Screen Credit Listed in Monthly Academy Bulletins

Hollywood, Aug. 13.

That army of Hollywood screen writers which work on pictures but never receive screen credit is being championed by the Academy of Motion Picture Arts and Sciences in a bulletin issued each month naming the scribblers.

First bulletin lists as its prize of the month Metro's 'Siamobai Quest', which, while carrying only two writers for screen credit, nevertheless had writers assigned for 17 other tasks in the script preparation.

Bulletin shows that while screen credit goes to Herman Mankiewicz and Leo Brinck, the un-

abled scribers back of the picture were—treatment, Donald Ogden Stewart; screen play construction, Wells Root, Leo Brinck, Richard Schayer, Oliver H. P. Garrett, Donald Ogden Stewart; dialog, Richard Schayer, Leo Brinck, Wells Root, Gottfried Kindig, Oscar Sheer; special sequences, Herbert O. Yardley, Lewis Waller, Allen Rivkin, P. J. Wolfson, Richard Schayer and C. Gardner Sullivan.

Picture also had three supervisors. First it was handled by David O. Selznick, then it went to Walter Wanger, and after a week in production was halted to allow Bernard Hyman to take the reins.

Chi Censors Ban 6 Ace Pictures, Put Theatres in Product Jam; 'Missouri,' 'Empress' Among Rejects

Chicago, Aug. 13.

Film exchange managers here are tearing their hair trying to figure some way of reasoning with the local censors who have suddenly gone overboard for clips, cuts and outright rejections. Censor board in the past three weeks has tied up six picture properties which were counted on for big revenue in this territory.

Last week the censors refused permits for 'Scarlet Empress' (Par) and 'Girl from Missouri' (MG). Previously banned are 'Vergie Winters' (Radio), 'Dr. Monica' (WB) and 'Sidekicks' (WB). 'Of Human Bondage' (Radio) was originally rejected, but finally permitted to go through after a huge number of alices and an 'adults only' plaster.

Film Men Confer

Film board had one of its rare meetings last week to discuss the possible remedy for a situation that is causing bad mix-ups among the exchanges and the exhibitors. The loop is in a serious condition due to the holding up of pictures. B&K is forced to keep the new Apollo closed due to lack of product, having originally planned to start the house off with 'Scarlet Empress'. RKO Palace is going into the open market to buy screen material, while the other B&K loop spots are being forced to get along with hold-over product.

Situation in Chicago is admitted to be the worst in the country as far as censorship is concerned.

Coast Raw Film Fite Sensed in Agfa Indie Move

Hollywood, Aug. 13.

A battle royal between raw film manufacturers and their affiliated companies seems certain to break if Agfa-Ansco goes through with reported plans to establish a laboratory subsidiary and financing company to handle loans to independent producers here. Story current on the Coast is to the effect that Agfa-Ansco is ready to furnish heavy capital for the finance company, besides erecting and equipping a modern lab to handle processing of negatives and prints of independents.

Agfa-Ansco is back in the raw stock field after three years of inactivity when Agfa imports from Germany stopped, and the American company (Agfa-Ansco) held the right to manufacture and distribute under the Agfa brand name in this country. C. King Charney has secured exclusive distribution of the company's 35-mm. film for the United States.

The proposed lab and finance units, tied into the Agfa-Ansco proposition by talk here, are causing much concern among heads of Eastman, Dupont and Consolidated Laboratories. The latter, which has been generally tied closely with Eastman, is mainly depending on business from independents that secure Consolidated financing and is certain to make every effort to retain this lab work. Dupont interests have been reported at various times during the past two years as being ready to launch a lab on the Coast, but prospective plans have been held up due to unsettled conditions in the indie field.

Marin's MG Initialer

Culver City, Aug. 13.

Ned Marin's first under his new deal at Metro will be 'Broadway Melody of 1935,' with Arthur Fred and Herb Nacio Brown on the music phase.

Picture probably will get into work Oct. 1, for release around New Year's.

Franklin's 2 for M-G, First With Shearer

Hollywood, Aug. 14.

Metro has tagged Sidney Franklin on a two picture deal for the coming year.

Director, who has been with the company several years, will first handle Norma Shearer's 'Marie Antoinette.' Herbert Marshall is to be featured.

Indie Producers Holler on Hays' New Purity Seal

Hollywood, Aug. 13.

Independent Producers' Association, in complaints to Divisional Administrator Rosenblatt at the Federal Trade Commission, charges major companies with attempting to use the purity campaign to throttle indie production.

Charges are based on telegrams reaching here from independent exchanges in the east to the effect that they cannot get their pictures booked through circuits because it is alleged the Hays office has notified the circuits not to book any picture unless it bears the Joe Brown stamp of purity.

Indies say this is a direct attempt to keep their product out of circuit houses, as there are no provisions here whereby they can utilize the Hays office to obtain purity okay for their pictures.

Indies further state that there is no justice in the ban, as indie pictures would thus be thrown out, whether clean or otherwise, while they cite examples of circuits running pictures that while bearing the Hays office stamp of approval have been on the religious campaigners' condemned lists.

Merry Widow, 'Barretts' Set for N. Y. Astor at \$2

Mazdas are scheduled tentatively to go up on the Astor, N. Y., Aug. 31, with 'The Merry Widow,' Metro's Chevalier-MacDonald musical to reopen the house on a two-a-day basis at \$2.

Astor has been closed for about two months, following run of 'Rothschild,' Metro had nothing to put in there at \$2.

'Barretts of Wimpole Street' is a probable successor to 'Widow' on an Astor run.

PRESNELL BACK TO WB

Culver City, Aug. 13.

After several months on loan to Metro, Robert Presnell returns to Warners as associate producer Sept. 4.

Presnell planned to New York last night (Sunday) on vacation.

Par Hypos Production Schedule; Morals Bugaboo Created Delays

To catch up its schedule, now five pictures behind, Paramount is laying out production to keep 12 pictures in work simultaneously every week between now and Nov. 1.

With 60 pictures promised for the new year, Par studio must turn out better than one a week, but so far the lot has started only four pictures in the last two months.

If studio can keep new plans, the boom period will be the longest

UA Execs Due In

Joe Schenck, Darryl Zanuck and Douglas Fairbanks get into New York tomorrow (Wednesday) from abroad.

Fairbanks is bringing along 'Don Juan,' set for fall release through UA.

Hollywood, Aug. 13.

Joseph M. Schenck and Darryl Zanuck are due back in Hollywood from European trip, August 15.

DROUGHT K.O.'S FILM B.O.'S 20%

The drought in the midwest, southwest and northwest is also sapling the box offices of the theatres, and has been doing so all summer. Estimates of home office operators are that the drop in business as compared with previous summers is more than 20%, attributable almost entirely to the record heat wave, but with very minor defections ascribed to the church campaign.

Caught in the equatorial heat and facing bad spending conditions as a result of the drought's damage, many theatres which were planning to remain open all summer closed down.

The drought zone takes in states that are represented by few large keys, majority of film return coming from a legion of towns that run down to 5,000 and under in population. As a result, the number of cooled theatres is at a minimum in this territory.

Chinese Either a Grind or to Do a Rose for Grauman

Los Angeles, Aug. 13.

Policy of three dark deluxers here will be decided upon the return shortly of Joseph M. Schenck from Europe. Houses are Grauman's Chinese, United Artists and the Four Star, Loew's State, Fox West Coast downtown acer, also figures in the proposed setup.

Plan, long under discussion, is to turn the Chinese into a grind house playing day and date with the State. If this fails to jell, likely that house will be turned into a music hall operated by Sid Grauman. This would call for considerable altering of the Chinese, with house laid out similar to Billy Rose's Casino De Dance in New York for dining and dancing.

C. R. Rogers' 'Goddess' As First Par Production

Hollywood, Aug. 13.

Charles R. Rogers' first picture at Paramount under his new associate producer setup will be 'The Goddess,' an idyllic island yarn by Paul Harvey Fox.

Elissa Landi and Cary Grant will have the leads.

WB's 'Babbitt' Remake

Warners will remake 'Babbitt,' having acquired the dialog rights to Sinclair Lewis' best seller from his agents.

WB is also negotiating for a remake of Lewis' 'Main Street.'

16 G-B Films Practically Set Into N. Y. Roxy; Fox Will Distrib

Maryland MPTOA Defers Action on ASCAP Tax

Baltimore, Aug. 13.

At a meeting called here of the Maryland chapter of the MPTOA, it was decided no procedure will be undertaken against the lift in the music tax imposed upon film houses by ASCAP, unless action is on a national scale.

Thought among picture groups here is that no movement should be undertaken on a country-wide scale by theatre operating groups unless, or until, support from radio chains and stations is received or assured.

Diehards to Continue Fight On Dual Bills

Diehards in major circles will continue to fight dualism, despite the Code Authority stand. They figure that by getting exhibitors together in various territories to agree among themselves not to double, that distributors, in such places, can also be brought around to the point where they won't serve other exhibitors who insist on doubling.

The Motion Picture Theatre Owners of America, only exhib organization with representation on the Code Authority to cast its ballot against dualism, is being counted upon to act as the nucleus in the outside-the-NRA dual prohibition campaign.

Major leaders in the anti-double ranks admit frankly that the distributor cannot be counted upon to end twin policies on his own. Such strategists have little faith in the average distrib's sincerity. They point to contracts now in circulation, saying that most of the distributors have an anti-dual clause. But, they declare, they know from experience that the distrib will not enforce this clause unless it is at the behest of a majority of exhibs in a community.

During the next month the prohibition campaign calls for the spreading of much agreement propaganda, such as would have been heard in Cleveland. Of some 350 theatres in Chicago only five houses, the prohibitionists claim, are using doubles today. They admit, however, that a row may start at any time and that in such event the agreement is so much paper since it is without a strong arm such as would have been extended against violators had the NRA adopted the cause.

Leaders of the major ranks of diehards, which as the result of the C.A. vote have simmered down to Warners, Paramount and RKO, are criticizing S. R. Kent. As chairman of the decisive meeting he had the opportunity of stalling the action and providing a defense for the onslaught of doubles by calling in members of the Milwaukee zoning and clearance board. His failure to do this, they complain, resulted in doubles getting a life sentence without a murmur of protest.

20th Cent.'s Film Revue

Based on 'Folies Bergere'

London, Aug. 13.

Darryl Zanuck has completed negotiations for all rights to an original musical film based on the 'Folies Bergere,' French revue, and will film it with the title in the fall. Zanuck had commissioned a representative of 20th Century to negotiate with the Chicago company of Folies as a possible nucleus of his proposed pic. At the last minute, however, he learned that the original Folies people in Paris were contemplating legal proceedings against the Chi troupe and its sponsors, claiming the Chi affair is an unauthorized venture. Zanuck then got in touch with Paul Duvall, of the Folies Bergere, in Paris and consummated the deal direct.

Gaumont-British is practically set with the Roxy, N. Y., whereby house gets first call on all B-G product for the coming year and plays at least 16 of the pics. Details have almost been entirely ironed out, and deal is expected to be completed and signed today or tomorrow (Wednesday).

Jeffrey Bernerd, g.m. for the British company, in New York effecting the reorganization and expansion is handling details of the deal and had originally intended waiting for the arrival in New York of Mark Ostrer, member of the board, or C. M. Woolf, company's general director, before committing himself. Ostrer is sailing from London Saturday (18), but Bernerd now thinks he won't wait.

A deal is in progress with Fox whereby the Fox exchanges may be used by G-B for its distribution purposes. Fox has a big chunk of G-B, and Sidney R. Kent, Fox Film prez, is a member of the G-B board. Idea being discussed is for G-B to install one or two men in each of the Fox exchanges, except in spots where more are needed, to handle the selling, Fox taking care of physical distribution.

Quickest Method

This deal, if eventuating, Bernerd explains, is because there is little time left and he doesn't like the prospect of spending much time opening exchanges of his own everywhere. If done this way he could start much more quickly and accomplish the same ends.

Bernerd spent all of last week in close confabs with Arthur Lee, company's American director. A product deal with Radio City Music Hall came up, but was dropped because the house didn't have room for as many pictures as Bernerd would like to insure.

Bernerd is still discussing personnel and talking to prospective employees. Primarily he is interested in appointing a general sales manager, figuring that the other appointments can follow.

London, Aug. 13.

C. M. Woolf may not now go to America. He is temporarily restricted to London because Arthur Jarratt, company's booking manager, goes on vacation Aug. 18, and, with Bernerd in New York and Ostrer on the way over, he is the only important executive left in town. Also his health has been none too good of late.

He still, however, wants to come to New York and watch the reorganization process on his own.

Tolstoy's 'Sergei' Bites Dust in Morals Drive

Universal City, Aug. 13.

Another classic bit the dust, due to the company's moral movie, Tolstoy's novel, 'Father Sergei,' was shelved by Universal because the script hadn't been cleaned up sufficiently to meet present censorship requirements.

Eugene Frank, who was to produce for U., will do an original, 'Late Returns.' Reginald LeBoe is with him on the script.

Col. Schiller Back in U.S.

Los Angeles, Aug. 13.

Col. Ed Schiller, Loew theatre executive, on his return from Honolulu, stated he closed a Metro product deal with Consolidated Theatres in the Philippines.

Metro product deal had been previously made with Robert McNeill for his Golden State circuit, use state California, which would make it unfeasible, Schiller said, for Loew-Metro to operate its own houses in northern California at this time. That was a competitive threat at one time.

Expect West Pic's N.Y.

State OK Within Week

The Mac West picture 'Bole of the 90's,' will be shown to no one until the New York Board of Regents has passed on it. Studio holding up their picture on the picture until the New York board is made, which is expected within this week.

NEED TWICE AS MANY PIX

Bugaboo of Buying No Longer Exists as Circuits See Need for More Product; Indies Position?

Skeptical of the dual outcome, majors as a whole, according to official spokesmen, are not finding themselves in a trap as the result of the NRA's sudden declaration of dual independence.

Earlier in the season majors, secretly meeting in the Hays office, had voted continuance of the single feature policy for the 1934-35 production and box office year. The vote is now reported to have been cast with a proverbial grain of salt.

That the producers would proceed cautiously in shorts production and be in a position to augment feature budgets, if it became apparent quantity would be a factor for the new Hollywood year, was foreseen as an early possibility. Now it has materialized via the NRA decision.

By the same token major circuits pursued similar strategy.

Didn't Close Books This Year. Today, according to official theatre spokesmen, most of the affiliated theatres have completed their picture buys for a single feature box policy. Instead of shutting their books, and terminating all further business, they kept other product deals open. The consummation of these deals, it is now reported, will enable affiliates to have all the first-class product they may need under the double feature era.

By the time salesmen get around to many of the larger indie exhibits all worthwhile product will likely be sold, it is predicted. And many indies who have been enjoying first runs will become subsequent because of the change in bookings.

While the hands-off NRA ruling hurts in some respects, it is also described as benefiting affiliated theatres in other NRA respects.

Before double freedom, affiliated theatres all over the country were being yanked up by indies on the charge of overbuying. In several instances the Code Authority has ordered major interests to share and share alike their big product with the indies.

Now, as the majors see it, all of that is over. Doubles are legal. And there can no longer be such a thing as over-buying.

Hays Clamps Down On Hypoing Films For Foreign Spots

Hollywood, Aug. 13.

Hays board has cracked down on the practice of hopping up film versions for foreign spots where patrons want hotter screen than can get by in this country. Board's decree is that the fine of \$25,000 will be punishment for any company showing picture without Hays purity seal, inclusive of Spanish, French, or other dialog features made in this country.

Edict insists that it is mandatory that all members keep strictly to the code with all pictures and all versions, irrespective of where films are to be shown.

Paramount's Mae West picture, "Tulle of the Nineties," will be shipped all over the world in its revised and changed version.

Previous intention had been to ship it to foreign markets as originally made and use the unaltered version for the U. S. market only. On request of the Hays office, company changed its mind.

ZUKOR BACK WEST

Adolph Zukor returned Sunday afternoon (11) to return to the Coast for an indefinite stay supervising production activities.

That 'Waukeet' Test

The Milwaukee zoning schedule which precipitated the double features blast will be held up by the Code Authority to all zoning boards in the country as an example of what not to do.

In a lengthy opinion, which will not be completed until late this week, the C.A. is slated to cite all errors. The opinion will at the same time be mailed out to each NRA unit in the U. S.

INDIES HASTEN TO ENLARGE PROD. SKEDS

Augmented announcements for 1934-35 production can be made without handicapping sales, due to the muddled zoning status attributed to NRA rule, home office officials of both major and indie production companies observed Monday (13).

Indie companies are losing no time in adding to their schedules. Over the weekend, less than 24 hours after the CA had legalized doubles, Monogram was going over its production list, admitting that it will be greatly enlarged.

C. A. headquarters Monday held out the hope that sales should be able to get under way by September 15, due to emergency movements of the Authority and clarification of doubles as a protection penalizer.

No Appeal on Duals

There will be no appeal from the Code Authority's ruling sanctioning doubles. Major representatives, for in anti-dual era, take comfort in the NRA law that the C.A. has the right to reverse itself any time it sees fit.

Such spokesmen also note that the same codists do not sit at every C. A. meeting. Sometime, maybe soon, they hope, the second and third string men will do an about-face.

Keith Corp.'s Net Loss \$59,000; KAO's Gain \$485

B. F. Keith Corp. and subsidiary companies' report on operations for the 26 weeks ending June 30, 1934, shows a net loss of \$59,198.24.

Report on Keith-Albee-Orpheum Corp. and subsidiaries, for the same period, shows a net profit of \$485.73. KAO statement indicates a net profit before depreciation of \$190,082.75 with the depreciation value placed at \$489,587.02.

Keith Corp.'s net profit, after provision for federal taxes but before depreciation, totaled \$136,734.79; the allowance for depreciation of \$135,741.01, accounts for the \$59,000 net loss.

DUALS' DECISION SEEN AS A BOON

Regard NRA's Legalization of Twinning as the End of Exhib-Distrib Strife and a Means to Speed Up the Selling Season—Opens It Wider for the Indie Producer

75% WILL DUAL

Every department of the film business, it is agreed in both major and indie circles, will undergo changes, some of them radical, as an almost immediate aftermath of the Blue Eagle's first truly revolutionary decree for filmdom in legalizing double features.

Minor production in Hollywood among the majors will have to be stepped up and shorts will undoubtedly be curtailed.

Seventy-five percent of all the U. S. theatres will be doubling, including the de luxe, major circuit men concede, quite likely before 1934 is out.

This means that at minimum 700 features will be needed to meet the increased demand. Had the Code Authority sanctioned the attack on doubles through the NRA and instituted a single feature policy, only 350 features—the total normally produced by eight major companies—would completely satisfy the American box demands.

A Free Market

NRA aides, long familiar with the film industry, hail the legalizing of doubles as the first real movement to open the doors of picture production. A free market now exists, they declare, because the indie producer will now step in as it is deemed physically and financially impossible for the major studios to fulfill the number of features now needed.

The decision, as well, removes the cloud over the present sales season. Exhibs now know how they can buy.

While all schedules from some 16 territories will have to be revised to comply with the new order and straighten out protection lines originally drawn against the exhibitor who doubles, NRA officials are confident this will take less time than had the Code Authority attempted to pass over the matter.

Within two weeks the C.A. hopes the redrafting can be effected. After that the high codists are prepared to work for a straight period of 16 days ratifying such schedules and winding up appeals. If their schedule is carried out, selling can be started with certainty no later than Oct. 1.

CHURCH LEADERS FROWN UPON LOCAL LISTS OF MIXED PIX FOR TIME BEING

Keith Corp.'s Net Loss \$59,000; KAO's Gain \$485

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Sporadic outbursts against pictures, accompanied with good and bad film listings, are now being openly frowned upon by church leaders. Many of the churchmen, while stressing the delicacy of the situation, now regard the lists as unnecessary in view of the so-called armistice between the film industry and the Catholic church.

Picture leaders aware of this situation are, according to latest observations, by major company heads, not taking such banning seriously. The wholesale inking in Chicago during the last few days failed to provoke them to the extent that some picture men feel it should have.

Directors of the Hays organization at the same time revealed that (Continued on page 27)

NRA Legalizes Dual-Billing; U-Col-Indies Were for 'Em; MG and Fox Joined and Swung It

10% Increase

Hollywood, Aug. 13.

Studios here have tentative plans for increased product with all of them figuring to add 10% due to the NRA's legalization of dual bills.

Studios had their season budgets set with the number of pictures allotted for the year. However, it is understood, that all are ready to make additional films should budget increase be forthcoming from New York.

PIX READINGY COUNTER-TAX CAMPAIGNS

Major filmdom is already preparing to meet what its leaders predict will be the greatest tax levying Congress since the civil war. In addition to this, according to advance information, adverse measures will have to be fought by industry in some 40 states.

Taxes alone are not the chief concern. Majorities are certain there will be sheafs of restrictive measures affecting distributors as well as the box office.

That nothing may be overlooked to have the answer, picture politicians are figuring on the simple press sheet being a valuable ally where legislation deals with blind booking.

Anticipating a flock of bills dealing with blind and block booking, the picture strategy sees the press book as fitting in thusly: The press book gives the exhibitor a far more complete picture of the picture he is to play than the exhib gives to his own public. So, who is the worse offender? And, what after all is the offense?

Kahane Vacashes

Hollywood, Aug. 13.

R. B. Kahane slipped out of town Friday (10) to spend a two weeks' vacation with his family.

RKO-Radio production head left for Honolulu. He'll only stay a couple days on the island.

All precedent for filmdom, political and otherwise, is generally regarded shattered as result of the NRA's official action in legalizing double features. Major filmdom entered the weekend in a state of confusion and bedlam. The indies were not alone in being jubilant over finally erasing the last stigma on doubling; for the first time they had on their side—as attested by the Code Authority vote—four Hays-member companies. Fox and Metro had united with Universal and Columbia at the last minute.

Subsequently, it has been made known, the four majors voted with the indies not so much because of a sympathetic attitude as for their belief that the letter and understanding of the film code was for keeping the Eagle's talons off twinning or any other regulations of trade customs.

In so voting, however, and giving the indies a majority on one of the oldest and most provocative issues in filmdom, the Code Authority definitely proved itself to indie leaders to be free of Hays domination. By the same token, however, the majors reveal their dissenting vote should not put them in the light of a permanent breach with Hays.

The C.A. jury was out about an hour when it returned with this verdict:

"Resolved, That no clearance and zoning board should establish any clearance based upon whether a theatre operates on double or single policy."

Kent Presiding

The open session of the Code Authority was singular in many ways. S. R. Kent who had been conscripted for the chair had no easy time of it, not one person in the crowded room having a completely favorable argument for the protection schedule drafted by the Milwaukee zoning board. At the out-

(Continued on page 16)

ENGLAND, INDIA IN ANTI-FILM CHURCH DRIVE

Catholic anti-film movement is now spreading abroad. Reports arriving in New York from Calcutta and London indicate that the movement has just been taken up over there.

In England the Westminster Catholic Federation has formed a special "clean film movement." While pledges are solicited, there is no attempt to get people to stay away from cinemas completely.

Pledge being distributed for parishioners to fill out is to the effect that "unwholesome films are a grave menace to religion and the country. I shall do all in my power to arouse public opinion against all films which corrupt public morals and which attempt to undermine that standard of morality shared by so many of our countrymen of different creeds. I hereby promise to stay away from all films except those which so far as I know do not offend against decency and morality."

In India the Calcutta Herald, a daily with Catholic backing and a strong power in the community, carries a number of feature stories about bad pictures, and follow-up yarns concerning what American Catholics are doing. A pledge was hand-pushed for churches and distribution papers, with the movement gaining momentum from there on.

Arthur Jacobs Back

Culver City, Aug. 13.

Out for a decade, Arthur Jacobs is back, being made production executive on the Metro lot. He reads and advises on yarns and scripts for Eddie Mannix.

Ten years ago Jacobs produced a group of Frank Borzage films for First National.

Casey on Coast

Hollywood, Aug. 13.

Pat Casey came in Sunday (12) from N. Y. to remain till the last of the year, working out production other problems and to function on Studio Labor Committee of which he is a member.

Fox-Metropolitan's Surprise Move, Petitioning Itself Into B'k'pt'cy, Gives Rise to Much Speculation

Fox-Metropolitan situation becomes further involved, giving rise to new speculations, as result of the surprise move on the part of Fox-Met itself in filing a petition in the federal courts asking for reorganization under section 77B of the Corporate Bankruptcy Act. This petition came without advance warning on Thursday (9), when Fox-Met had to put in an answer to the same kind of a petition asked for a couple weeks ago by three small bondholders.

It means that Fox-Met is stepping into the situation itself and presupposes that the F-M petition for reorganization under relief of the new bankruptcy laws would supersede everything to date in connection with the circuit.

Giving an entirely new complexion to the whole matter, the F-M move places in a dubious light the reorganization plan of a bondholders' committee under receivership; the reorganization proposal which Saul E. Rogers asked permission to file by Aug. 16; any anticipated offers for purchase such as Warner Bros. alone or together with others; and the previous petition of three small bondholders to force adjudication of Fox-Met under bankruptcy statutes.

Latter petition, enjoined by Judge Mack while proceedings in equity and possible bids were before him, is the one which Fox-Met answered Thursday. Denying many of the allegations set forth in the petition, Fox-Met held that the three Adler bondholders, representing \$9,100 in notes, did not represent sufficient claims to permit them to file for reorganization under 77B. Answering so far up the defense that the petitioners did not file in good faith within the meaning of Section 77B; that they delayed filing until a plan of reorganization in the equity case was submitted and that since the bonds the Adlers represent were not withdrawn from deposit with the Notcholders' Protective Committee, the notes were represented by this committee and not by the petitioners.

At a hearing before Judge Mack following the answer of Fox-Met, it was charged that power of voting trust certificates had been shifted quickly and archly that H. Watson installed as president of Fox-Met, together with four new directors, with subsequent rapid action by the board in authorizing a petition direct by Fox-Met to file in bankruptcy.

The Adler's Petition

Archibald Palmer, attorney for the Adlers, made these charges and others, including that H. Watson, bondholders' committee, represented by Beckman, Bogue & Clark, had apparently walked out to let Fox-Met itself go ahead. Judge Mack set today (Tuesday) for hearing on the Adler petition. Fox-Met's own petition will await outcome of that hearing.

Watson, who signed the Fox-Met papers asking for authority to reorganize under the bankruptcy laws, is attorney for the receiver of Fox Theatres Corp., William E. Atkinson, who holds all the Fox-Met preferred and common stock.

The Fox-Met petition states that Atkinson holds 15,000 shares of preferred stock of par value \$100 a share and 100 shares of common of no par value. Atkinson became receiver for Fox Theatres on June 22, 1932, in an equity action brought by the Chicago Title & Trust Co. against Fox Theatres.

Decision of Fox-Met to steer away from equity receivership, a reorganization plan of bondholders, any other reorganization plans or offers of purchase now fomenting, represents a unique turn of events.

Presumption is that Fox-Met is preparing to file a plan of reorganization itself, although outside creditor interests believe that if they can muster a worthy plan it might be accepted by the courts. Much would depend on the nature of any such outside plans, including that which Rogers is preparing to submit, and whether or not they would represent sufficient creditor strength to prevail.

Interest of Warner Bros. individually or in combination with others,

1st Run on Broadway (Subject to Change)

Week of Aug. 17

Paramount—"Cleopatra" (Par)

(16).

Capitol—"Treasure Island" (MG)

(16).

Strand—"Dames" (WB) (15).

Rialto—"The Defense Rests" (Col) (14).

Rox—"Handy Andy" (Fox)

(3d wk)

Music Hall—"Catspaw" (UA)

(16).

Rivoli—"Buildup Drummond Strikes Back" (UA) (15).

Week of Aug. 24

Paramount—"Cleopatra" (Par)

(2d wk).

Capitol—"The Hideout" (MG)

(2d wk).

Strand—"Dames" (WB) (2d wk).

Rialto—"Dragon Murder Case" (WB) (21).

Rox—"Charlie Chan's Courage" (UA) (2d wk).

Music Hall—"Catspaw" (UA)

(2d wk).

Rivoli—"Buildup Drummond Strikes Back" (UA) (2d wk).

excepting Loew's which withdrew, arose in connection with the plan Rogers asked the courts to submit. Rogers states he will go ahead as originally but that as a result of the 77B petition of Fox-Met he would draw it up in accordance with provisions of that act. Reported WB is still interested in whole F-M chain rather than in New Jersey and update New York houses only.

On the other hand, it's pointed out, the question of whether the Fox-Met petition under bankruptcy shall supersede the pending equity reorganization proceedings before Judge Mack will have to be decided. When the Adler petition was signed by Judge Woodsee, fellow jurist on the U. S. District Court bench 10 days ago, Judge Mack on his own motion enjoined all proceedings because of equity matters before him.

Considerable will probably depend on whether the F-M bondholders committee, representing more than 85% of the notes and debentures, goes before Judge Mack to withdraw their reorganization plan under receivership or whether it will insist on proceeding under that instead of bankruptcy. Palmer's charges in court Thursday (9) would indicate that the committee is pulling out on the equity proceedings. Today's hearing (Tuesday) should clear that point up.

Rogers would not state how WB would be included in his plan and whether outsiders would figure with Warners, possibly for financial support sufficient to swing reorganization. William Fox and A. C. Blumenthal were variously mentioned.

The Fox-Met petition states that F-M is a corporation entitled to become a bankrupt under Section 4 of the old bankruptcy statutes. After listing assets and liabilities from the last balance sheet and noting assets in the hands of receivers, the petition states that Fox-Met requires relief under 77B because the assets now in possession of the receivers are of substantial value and that these assets, when administered as a going concern together with good will, have an earning power which should be preserved by a trustee for reorganization.

Petitioner asks for appointment of a trustee for reorganization in behalf of the creditors and others, setting forth that if the assets were liquidated their value would be greatly diminished. Fox-Met is unable to meet its debts, petition adding that under 77B liens and claims may be readjusted and sealed down and converted into different forms of obligations or postponed.

Asking appointment of a trustee, Fox-Met wants an order turning over all assets and property held by Irving Trust and ancillary receivers, with granting of full powers to the trustee to operate under 77B.

Order is also asked to hold a hearing of creditors within 30 days after

(Continued on page 15)

NEWSREELS VAMPING

Waiting Game Until Hearst's New Reel Gets Started

Newsreels are playing a waiting game right now. Around the Fox headquarters no announcement of any consequence as to manpower is expected until the physical break with Hearst comes the last week in September.

Universal is arriving at a plan of heavy economy. Instead of adding names and men to meet any expectant competition of another reel in the field, U is clipping its reel executive staff down to one prominent, the editor, Alan Butterfield.

No matter what comes, its executives declare, Pathe will not adopt a standardized policy for its reel. The nearest thing to a policy, one Patheite maintains, will be the Rooster's continued aversion for name people on its staff. Edifying, such as the news now and then is revealed as nothing new for Pathe, but a practice which has been recognized off and on for the past three years.

Neither has Pathe any plans now of increasing its staff. From its perspective the only thing that a new reel such as the news now and then is revealed as nothing new for Pathe, but a practice which has been recognized off and on for the past three years.

RANDFORCE'S 44 B'K'Y'N HOUSES BOOK MG PIX

One of the objectives of Loew's bidding to acquire the Fox-Met theatres in the Greater New York area has been achieved without that formality, it is reported. This is a franchise from the Randforce group in Fox-Met, totaling 44 Brooklyn houses, for Metro pictures. Agreement is said to have been reached between Frisch & Rinzler, operators of the Randforce group, and Metro 24 hours before Loew withdrew its combination offer with Warner Bros. to buy the whole F-M chain.

Neither terms nor length of the franchise are known but reported from one quarter that it's for five years. Also, it was agreed that Randforce would immediately begin to date Metro product, taking for exhibition pictures which are still quickly changing the current (1933-'34) years' output.

Delays in outcome for Fox-Met is creating considerable uneasiness within the circuit, according to reports, both with personnel and landlords of Fox-Met.

Another Balto Boat Showing Free Films

Baltimore, Aug. 13.

Following lead inaugurated last month by Wilson Steamship Company's lay boat, the Tolchester company's rival excursion boat has been equipped with screen and projection booth and is likewise showing free films to passengers on nightly moonlight runs.

The 50c trip tariff admits free to the filmings, and both boats have ropes off open areas on top decks seating 400 head each. Indie features and two-reel comedies are used, procured from a Philly exchange. Union ops are employed. As yet exhibits here have lodged no formal protests.

Both excursion lines claim biz this summer much better than for '33.

L. A. to N. Y.

Harold Adamson.

Low Ayres.

William Beaudine.

Lella Bennett.

John Emmett.

Jimmie Fidler.

Ben Goetz.

Hal Horne.

Jack Kirkland.

Norman Krasna.

Burton Lane.

Harold Lloyd.

Anita Loos.

Charles MacArthur.

Robert Mendell.

Chile Sale.

Ernest Schoedsack.

Nate Sphar.

Mr. and Mrs. Max Winslow.

Amusement List Moves Up With Generally Improved Market Tone

Yesterday's Prices

Sales.	High.	Low.	Last.	Net
100 Col. Pict.	27 1/2	27 1/2	27 1/2	+ 1/4
200 Col. Film.	25	25	25	+ 1/4
100 East. K.	96 1/2	96 1/2	96 1/2	+ 1/4
200 Fox A.	10	10	10	+ 1/4
100 Geo. K.	19 1/2	19 1/2	19 1/2	+ 1/4
4,700 Loew	27 1/2	27 1/2	27 1/2	+ 1/4
1,000 Par. A.	3 1/2	3 1/2	3 1/2	+ 1/4
200 Pathé A.	1 1/2	1 1/2	1 1/2	+ 1/4
2,300 RFA	5 1/2	5 1/2	5 1/2	+ 1/4
200 TKS	2 1/2	2 1/2	2 1/2	+ 1/4
1,000 WB	4 1/2	4 1/2	4 1/2	+ 1/4

BONDS

\$2,000 Gen. Tre.	6	6	6	+ 1/4
5,000 U. S. 4 1/2	106 1/2	106 1/2	106 1/2	+ 1/4
1,000 P. & E. 4 1/2	31	31	31	+ 1/4
1,000 Par. Pub.	41	41	41	+ 1/4
1,000 T. & E. 3 1/2	30 1/2	30 1/2	30 1/2	+ 1/4
10,000 W. B.	53	52 1/2	52 1/2	- 1/4

CURB

500 Tech.	12 1/2	12 1/2	12 1/2	+ 1/4
100 Trans. L.	1 1/2	1 1/2	1 1/2	+ 1/4

PAR REASSUMES OP. OF B'KLYN PAR AUG. 31

Deal for operation of the Paramount, Brooklyn, by Par for another year, starting Aug. 31, agreed upon by all sides, merely awaits the signature of George J. Schneider, who was expected back in New York yesterday (Monday). Same basis as last year, house to be operated through Extension Theatre Corp., set up last year by Allied Owners Corp., builder of the house, and Paramount.

Allied controls 50% of this company, Par 50%. With latter operating, the net profits after overhead, is divided between Allied and Par. Allied's 50% cut includes its rent and Par's slice takes in its film rental.

House is to open Aug. 31 with "Cleopatra" day and date with third week of this picture's run at the New York Par. Boris Morros will be in charge of operation. Bill Gaylor will again manage; Lou Holtzberg in charge of publicity and advertising.

Although Morros has dropped important members of his stage production staff in New York, including Clark Robinson, Danny Darr, Bob Alton and Phil Bouteille (musical advisor), units will be prepared under Morros' direction for the Brooklyn Par.

Cal. Gov. Race

(Continued from page 3)

burg, but the private club auspices got around the "thou shalt not."

Streets have never been overrun with so many hilly trucks with their horns blaring. Things got so bad that the city fathers ordered them off the downtown streets. The best they can do now is to drum up votes among the housewives in the nabes. Bing Crosby recordings are surefire to bring the girls to the windows.

It's an odd assortment of candidates around this year's pork barrel. Sinclair is about the most radical candidate that ever ran for office hereabouts. Frank Merriam, who succeeded the late James Rolph, Jr., ducks down to Long Beach to conduct a Bible school class when he can get away. George Creel, who was President Wilson's censor during the war, just about fits in between the two and will give Sinclair his hardest fight.

There's some talk that the administration at Washington will go to bat for Creel. So far he's had only a mild boost from General Hugh Johnson. The others are as usual, with nine on the Demo side and four waving the Rep banner.

It is freely cabbed that if Sinclair can't win the Demo trial heat he'll cause the greatest influx of outside capital to defeat him ever tossed into the arena. Big biz is frightened at the prospect of Sinclair in the top spot with his pledge of a job for every man and pensions for those over 40.

Sinclair's support lies in the unemployed and the poor's enough of them to put him over.

But there's more interest in this year's gubernatorial handicap than ever before, due in the main to Sinclair's yen for the spot.

N. Y. to L. A.

Peth Brown.

Dave Epstein.

Adolph Zukor.

Market went up steadily on about 800,000 shares volume yesterday (Monday), sending Dow-Jones Industrial averages up more than 5 points at close, at 91.80. Amusements showed sympathetic strength, Loew's common rising 1 1/2 points net; Columbia Pictures, 1 1/2 points; Radio preferred B, 2 points; and Eastman Kodak, 1 1/2 points.

Prices of stocks, which had been tending up most of week, were given an inflation jolt by President Roosevelt's nationalization of silver last Thursday (9). Despite profit-taking and timidity on Friday, market easily regained many losses on small volume Saturday, enabling Dow-Jones Industrial Averages to close at 89.75, or 1.36 points higher than the previous Saturday. Amusement group also closed up 0.166 points ahead of the preceding Saturday, majority of 12 representative amusement issues in group ending week with gains, two of them more than a point.

As stated last week, amusement group appeared to be in good shape to follow other groups if market should stage a concerted move upwards. When market as whole moved up during week, amusement group followed suit. Group met resistance at old critical level of 20, but this time on the upside, and group never touched the low of preceding week, low point last being 18 1/2. Profit taking and slump in prices on Friday also struck amusements, but they managed to come back nicely Saturday.

Best performers in group were Loew's common and Radio Preferred B. Loew had been acting well, and it came through in past week with net gain of 1 1/2 points, and at one time nearly hit 28-point level. Week's advance, too, was done with increasing activity, another favorable factor. Radio B made a net gain of 1 1/2 points after getting up to 25 1/2. It closed at 23 1/2. It, too, was favored with higher volume in its move upwards. Warner Brothers common followed general trend of amusement group and gained a fourth of a point net. It never dropped below the low of previous week, and closed at 5, the high point of preceding week.

Paramount certificates again gave evidence of accumulation, holding in a narrow range between 2 1/2 and 3 1/2, where it closed. This is the third week that this stock has held close to these levels.

Boosting of metal and smelting company issues on Thursday; following silver nationalization, supposedly recited from an inflationary interpretation of this move. However, shrewd traders were inclined to view the matter as being an excuse rather than a reason for bidding up stock prices. Numerous traders took no chances and got out with their profits following day.

With the President back in the White House, Wall Street is looking more and more in that direction for some signal that may start any movement upwards. Whether Roosevelt will pull any more inflation rabbits out of the hat or not seems to be the question among the trailing range at present.

Fall Cue

Reports indicating that reaction in business this summer has not been any more than normal appears to be a fair cue to what fall business will be like. Just now market has given only an inkling that it will discount an improvement in fall business. If the Street is sold on the idea that trade this fall will pick up just as it has in previous years, higher stock prices are expected.

Chartists favoring at least a (Continued on page 12)

MG Tests Slezak

Culver City, Aug. 13.

Walter Slezak, Viennese baritone last seen on New York stage in "Music in the Air," has been screen-tested at Metro.

Irving Thalberg has him in mind for grand opera story being planned by Carey Wilson.

25¢ ADMISH FOR ACE PIX

Par's Buy-Out of Marcus' Salt Lake Partnership Points to a Possible Re-establishment of Publix Op.

The first of Paramount theatre partnerships to be worked out by the S. A. Lynch committee for the trustees—the Louis Marcus-Publix Salt Lake setup—is the first to be washed up. Par's action in buying out Marcus' partnership interest in the Utah-Idaho houses is held to possibly mean that other partnerships will be similarly eliminated.

Such steps on the eve of a reorganization of Par out of bankruptcy would mean a return to the old Publix order of things, with Par to control all its houses as well as operation, which has been vested entirely in partners. The medium through which a return to the Publix system of operation would be accomplished is Famous Theatres Corp., major theatre owning-operating subsidiary of P-P set up to take over all of Publix Enterprises.

Famous is the purchaser of the Marcus interest in Publix Salt Lake, consisting of 350 shares of Class A stock. Famous pays Marcus \$50,000 for the stock, the price at which Marcus obtained the half interest in P.S.L. a little over a year ago. The other 50% interest is vested in 350 shares of Class B stock, turned over to Famous Theatres when the partnership was set up.

The Marcus Deal

As in other partnerships, option to buy out operating owners is extended to Par or its subsidiaries such as Famous. Original deal with Marcus was the 250 Class A shares, plus one-half of the net operating profit of Publix Salt Lake. While Par trustees do not reveal the amount of the net during the period of the partnership, it is said to be quite small. Thus Famous is not urged toward buying out Marcus because of any vastly out-of-line condition of big net profits. Presumption rather is that Par is interested in the Marcus deal largely in controlling the whole theatre situation in Salt Lake as well as possibly elsewhere, with their own operators subject to New York direction to be named. Untitled papers in the Marcus deal, approved by Special Master Joyce Friday (10), have been signed by the courts. Par is not announcing an operator over the Salt Lake group, including three houses in Salt Lake City, two in Twin Falls, one in Provo, Utah, and one in Boise, Idaho and Ogden, Utah, in which Publix Salt Lake holds a 50% interest with outsiders.

Harry David, Publix division manager, formerly in charge of the Salt Lake division and on salary under the Marcus-Par partnership, may step in wholly for Par, but no confirmation in advance on this.

Some partnership deals have been extended for another year, including Karl Hobbittze, Lucas-Jenkins and E. J. Sparks. Whether or these will last more than another year after their current extensions, is open for speculation as result of the Marcus buy-out.

Among partnerships not yet extended for another year, but on which some action may shortly be expected is the A. H. Blank setup over Iowa and Nebraska. Other (Continued on page 10)

Lord & Thomas Takes Col. Account Away from Biow

Blow Agency is losing the Columbia Pictures account to Lord & Thomas. Making the switch with the account is Bob Collier, who moves over to L. & T. to handle the Col. advertising. Collier has been with Biow about a month, or since leaving Fanchon & Marco.

Blow has had Columbia a year. Donahue & Co. had it previously. First Col picture to be handled by L. & T. is "One Night of Love."

2-BIT MINIMUM ON CHI SPECIALS

United Artists Designates 6 Pix—Other Exchanges 3 and 4 Specials Each

PRICE REALIGNMENT

Chicago, Aug. 13.

New picture policy affecting both distributors and exhibitors will go into effect in this territory with the start of the new season. Arrangement as worked out by the Balaban & Katz circuit will place a 25c minimum adult admission on some 23 pictures released by the eight major distributors.

Plan as established by B. & K. for the protection of its name and loop key spots has the effect of the exchange, which figure that the 25c basic admission on special flickers assures them additional revenue on surefire box office attractions.

First to crack the ice on this minimum tariff setup was United Artists with a deal with B. & K. calling for 12 specials on the United Artists schedule to be permitted only in houses charging at least two-bits for adult admissions. This half-dime figure as a high percentage of pictures from one exchange, the other distributors not being willing to put more than two or three pictures in this special admission classification.

Distributors see in this minimum admission angle a chance to clean up on smash productions, since it will mean that all 15c and 20c admission spots will be forced to boost their prices to two-bits if they are going to play these specials. And since it's a cinch that these specials will practically all be percentage pictures, it means considerable extra revenue for the exchanges.

No Legal Fear

There is no hesitancy on the part of the exchanges that the mabe exhibitors will go to court to battle this minimum admission designation, since the distrib feel that the 25c basic admission would fall into the same category which bans the exhibition of pictures in this territory at a dime. Distribs feel that if they can nix 10c admissions that they can, in the same manner, label certain of their pictures as 25c minimum.

Complete adoption of the 25c basic scale for sp cials will mean a necessary re-alignment of admission prices in the big mabe theatres in (Continued on page 12)

How Times Sq. Realty Values Have Depreciated Is Reviewed in Legal Opposition to Par-B'way's Reorg.

RKO's Par, Syracuse

RKO takes over the Par, Syracuse, as part of a distribution deal in which RKO gets the Paramount product. RKO is subletting the Syracuse Par for one year, starting Sept. 1, with options for renewal.

RKO will make the house a second run operation. RKO's own Syracuse theatre to have first choice on Par pictures.

Russe Films for U. S. Distribution By American Co.

Amkino, American distributing branch of Russian filmdom, is quietly going about the making of a deal whereby all Russian product will be distributed in the U. S. by an American firm. Secretive as to who the American firm is, but understood that deal is in the clinching stage. Report in New York had it that Fanchon & Marco is interested in the proposition, although the F&M New York office knows nothing of it.

Understanding is that the deal has its greatest import, from a major American standpoint, in that the agent named for New York would, as part of the consideration, be given distribution agency rights of all American films in Russia. U. S. films didn't go into Russia until recently when the Russ film era brought two WD pics as a teaser. Pics opened well and it is felt Russia can be a big market for the general run of American product.

Amkino, in New York, has been run by Russians sent over, but understanding is that the Russians now feel they can possibly get wider distribution through a local agent.

BARRISTER OUT OF RKO

Phil Stern, with the law department of RKO and its predecessors for 24 years, is out. He leaves the organization this week.

On the grounds that Paramount-Publix bondholders may be seriously jeopardized in connection with the reorganization of Paramount Broadway Corp.—that under a proposed reorganization of Par-B'way the P-P company is allegedly obligating itself dangerously; that the Paramount theatre and building of which Par-B'way is the landlord is a questionable business enterprise; that Times Square has sunk to the point that realty values and prospects are impaired, action on these grounds to prevent present reorganization plans is being threatened by P-P bondholders.

In an effort to protect bondholders on the prospects of a money return on a reorganization of Paramount-Publix, which it is claimed will be greatly lessened if the Par-B'way agreement goes through, a specification of complaint has been prepared for filing with Special Master Joyce Friday (17).

Malcolm Sumner (who gained protection for security holders in the United Aircraft reorganization recently) intends to file the specification of complaint in behalf of his clients, representing \$15,000 in Par-Publix bonds. A hearing on the Par-B'way reorganization plan is scheduled a few days later, Aug. 22. Sumner has had two accountancy firms working on the Paramount situation in connection with reorganization possibilities and has succeeded in gaining equal standing with the Vanderbilt bond committee and Kuhn, Loeb to intervene in a plan. His petition for a reorganization under 77B of the new bankruptcy act has been consolidated with the Vanderbilt petition supposedly representing around 50% of the outstanding bonds. The bond which Sumner represents are among the 50% which the Vanderbilt group does not have on deposit for action (Continued on page 12)

SO. CAL. EXHIBS BOLT AND JOIN MPTOA BODY

Los Angeles, Aug. 13.

Because the rank and file of the Independent Theatre Owners of Southern California turned down a proposal to affiliate with the Motion Picture Theatre Owners of America, group of officers and members of the local association have bolted organized Associated Exhibitors, and been awarded a charter in the national body.

Pending election of officers, identity of the bolters is being studied in secrecy, but most of the exes and prominent members to the number of 10, are understood to have lined up with the MPTOA.

Secrecy that marked the formation of Associated was prompted by an application to join MPTOA made by the recently organized Independent Theatre Owners Association of Southern California, membership of which is made up largely of theatre operators either directly or indirectly lined up with Fox-West Coast.

Mike Rosenberg of Principal is president of this body, with Gus Metzger, F-W associate, and Sherill Cohen, associate of Principal, among the members.

Early last week articles of incorporation were filed in Sacramento by Theatre Owners Association of S. C., with its purpose described as a trade association of theatre owners. Incorporators listed were dummy directors, as none are known in the industry. Association is capitalized at \$400 shares, no par, with permission having been granted to issue 500 shares. Stock angle of the venture leads film row to suspect the new body is a commercial proposition possibly having to do with a much-discussed film buying combine sponsored by a few disgruntled indie exhibs.

Indie Exhibs Fear Chains' Admish Cuts More Than Spread of Duals

Independent exhibitors, not a little concerned over the possibility that chains will increase double billing to fight them, following legality of the policy by the NRA, are afraid that their position will become entirely that of subsequent runs and that a price war may result.

Fear that the chains will go into dualing in a widespread way is not as great at the moment as the likelihood of lowered admissions in competition with indie exhibs, spokesmen for "factor point out." Already this indication is manifesting itself, with chain neighborhood theatres dropping prices in many spots to 15c on opening and tossing doors wide at 10 a. m. instead of 12 noon as in the past. Independents do not favor this means of retaliation by chain houses because it will force them to open earlier and in the face of not being able to go lower themselves, they will incur additional ex-

penses of operation through electricity, operators, etc.

Chains are rather widely double-feeding now, notably in the east and New England. That they may extend the policy to houses now not in that class is held to be reasonably probable in view of the fact that dualing is to remain with the indies who want it. Explained that there is nothing to stop distributor-affiliated chains from creating a shortage by this means, leaving the exchange in the position of having to supply the company's own houses first. Either that or the distributors may be increasing terms where indies continue doubling.

The greater number of chain dualers the greater number of picture duals will be necessary to such chains. This in itself could mean difficulties for indies because circuits would have to buy more product and thus would be up pictures which indies have been getting in some cases on first run.

Prov. Grumbles at Vaude Repeat Bookings; 'Andy'-'Upper' Dual, \$4,000

initial week.

Minn. Sprits with 'Not' at \$8,000, 'Girl' \$6,000, Orph Stage Show \$13,000

Minneapolis, Aug. 13.—Some hot numbers in the loop this week and biz showing signs of life despite continuation of teamsters' strike and martial law. Lineup includes 'World's Fair Scandals,' stage show, at the Orpheum, and 'Girl from Missouri,' 'She Loves Me Not' and 'Charlie Chan's Courage' at the Century, State and Lyric. Verile assortment is pulling pretty fair dough.

Locatons surely crave stage entertainment. If recent box office responsiveness is any criterion, On the heels of Warner's Pennsylvanians, who plucked around \$23,000 at the State a few weeks ago, 'World's Fair Scandals,' same names, is shooting the Orph to the top of the procession for the first time in many a fortnight with 'Hat, Coat and Glove' on the second week.

There's also a single flesh-and-blood drummer on the local board for a first time in months. It's W. A. Steffen's production of 'The Bandstand,' suggestive of beer, sandwiches and coffee, in the Moorish Room of the West Hotel. Show is creating favorable word-of-mouth and augurs a successful run.

Estimates for This Week
Century (Public) (1,600; 25-35-40)—'Girl from Missouri' (MG). First empty picture in long time, and that helps. Should open a pretty good \$8,000. Last week 'Grand Canary' (Fox) \$3,000.
Orpheum (Singer) (2,300; 25-35-45)—'Hat, Coat and Glove' (Radio) and 'World's Fair Scandals,' stage show. Well sold and will easily lead town. May hit excellent \$13,000. Last week 'Man With Two Faces' (Fox) \$3,800.
State (Public) (2,400; 25-35-40)—'She Loves Me Not' (Par). Bing Crosby going along nicely at \$4,000 clip. Last week 'Handy Andy' (Fox) \$3,000.
World (Steffes) (350; 25-35-50-75)—'Thunder Over Mexico.' Looks around \$900. Last week, second of British 'Constant Nymph,' \$1,000, light.
Uptown (Public) (1,200; 25-35)—'Little Miss Marker' (Par). Fine \$3,000 indicated. Last week 'Bhattan Melodrama' (MG), \$2,700, ok.
Lyric (Public) (1,300; 20-35)—'Charlie Chan's Courage' (Fox). Good card for this house and can easily top \$2,500, pretty good. Last week 'He Was Her Man' (WB) \$3,000, good.
Grand (Public) (1,100; 15-25)—'Murder at Vanities' (Par) and 'Nana' (UA), second runs, split. Around \$1,300 in prospect, good. Last week 'Hearts in the Air' (UA), first run, and 'Bottoms Up' (Fox), second run, \$1,500.
Aster (Public) (900; 15-25)—'Double Door' (Par), 'Circus Clown' (PN) and 'Many Happy Returns' (Par), second runs, split. Should reach \$300, pretty good. Last week 'Such Women Are Dangerous' (Fox), 'Scarred and Son' (UA) and 'Looking for Trouble' (UA), \$1,000.

RAINY WEEK END MAKES NEWARK BIZ SUNNY

Newark, Aug. 13.—There were exhibitors dancing in the streets this week end, for it rained Sunday and joy was unconfined. Even without the rain business would be good, as 'Girl from Missouri' and 'Handy Andy' along like \$15,000 and 'Handy Andy' and 'Charlie Chan's Courage' are headed toward \$10,000 at Proctor's. After a week and a half, the second of 'Here Comes the Navy,' second 'Embarassing Moments' at the Brantford will come in around \$9,000. Paramount-Newark couldn't take it and after the worst week of the season closed for three weeks. For some reason this house has not had its share of business, but with Mae West, 'She Loves Me Not,' and 'Cleopatra' announced on the marquee it should get a break.

Estimates for This Week
Brantford (WB) (2,500; 15-65)—'Here Comes the Navy' (WB) and 'Embarassing Moments' (U) (2nd week). Not at all bad for second stanza and might reach a nice \$9,000. Last week dazzling at almost unheard of \$12,500.
Capital (WB) (1,200; 15-25-35-40)—'Scarred and Son' (UA) and 'Shoot the Works' (Par). Only house not opening well and will hardly beat \$3,000. Last week 'Thin Man' (MG) and 'Great Flirtation' (Par) mild at \$3,700.
Lile (Franklin) (55-110)—'Jockey Ride to Dublin' (Moore) and Moore's Irish Players (second week). Will take eight days this week and may reach a nice \$1,000. Last week ok at \$1,412.
Loew's State (2,750; 15-75)—'Girl from Missouri' (MG) and 'Vode.' Going more like what this house is used to and may reach a nice \$15,000. Last week 'Purple Interlude' (MG) hardly touched at \$10,000.
Proctor's (RKO) (2,300; 15-55)—'Handy Andy' (Fox) and 'Charlie Chan's Courage' (Fox).

'ANDY' \$4,500, 3D WK., TOPS INDIANAPOLIS

Indianapolis, Aug. 13.—Business is jittery in the downtown houses this week and top honors fall to Will Rogers in 'Handy Andy' which is taking \$4,500 in its third week. Nothing else is hot, except the weather and second big money for the week will probably go to 'One More River' at the Lyric with a fairly good figure of \$1,000. 'Straight Is the Way' at the Palace and 'Man With Two Faces' at the Circle are trading at a mild pace with grosses of \$3,700 and \$3,100, respectively.

Lyric announced this week that it would release its combination of 'The Bandstand' and 'The Bandstand and Film Policy' on Aug. 31. Reports to the effect that the shuttered Indiana will reopen soon with stage and screen shows are uncorroborated but not humorous.

Estimates for This Week
Apollo (Fourth Ave) (1,100; 25-40)—'Handy Andy' (Fox) (1st week). Plenty okay at \$1,500. Last week in its second stanza the Rogers pull accounted for \$3,500.
Circle (Kritze-Pelt) (2,500; 25-40)—'Man With Two Faces' (Fox). Little activity in this slot with a gross of \$3,100. Last week 'Here Comes the Navy' (WB) was good at \$3,000.
Lyric (Olson) (2,000; 25-40)—'One More River' (F). Doing fairly well at \$1,000. Received good notices. Last week 'The Bandstand' (WB) (1st run, poor at \$3,100).
Palace (Loew's) (2,800; 25-40)—'Straight Is the Way' (MG). Only fair at \$1,700. Last week 'Girl from Missouri' (MG) was not great at \$1,500.

B'HAM KINDA BLAH

Birmingham, Aug. 13.—There's a mighty weak lineup of pictures for the next seven days. 'She Loves Me Not' is the sole exception.

Estimates for This Week
Alabama (Wilby) (2,500; 30-35-40)—'She Loves Me Not' (Par). Crosby and a good flick attracting strong \$8,000. Last week 'Here Comes the Navy' (WB) \$5,500, ok.
Ritz (Wilby) (1,600; 25-30)—'Stamboul Quest' (MG). Title scares 'em away \$2,500. Last week 'Wonder Bar' (FNB) at special scale of \$0-25-40 got around \$3,000.
Strand (Wilby) (500; 25)—'Lost Patrol' (Radio). Next best bet, \$1,600. Last week 'Three On Honey-moon' (WB) and 'Hollywood Party' (MG), \$1,400.
Empire (BTAU) (1,100; 25)—'The Key' (WB). Not so hot, \$1,700. Last week 'Greatest Gamble' (Radio), \$2,000.

Chan's Courage' (Fox). Jammed with kids Saturday and plenty of others nights and looks like a great week of \$10,000. Last week 'Grand Canary' (Fox) and 'She Was a Lady' (Fox) nice at over \$4,000.
Tenderloin (Skouras) (1,300; 15-25-35)—'Blind' (Lasker) and 'She Learned About Sailors' (Fox) with '15 Wives' (FD) and 'Loud Speaker' (FD) split. Sweet opening and if the word holds up should be good at \$4,000. Last week 'Let's Try Again' (Radio) and 'Cock-Eyed Cavaliers' (Radio) with 'Pound Alive' (FD) and 'Alimony Man' (Radio) (5-day word) split meant little at less than \$3,000.

Harlow-Sweeney Dual Nice \$8,000 in Omaha

Omaha, Aug. 13.—Competition for the week up with one of the large events of the year pulled off Aug. 11-12, the Omaha air races. Only a two-day, two-performance show, the gates were good, but the admission is plenty, though not too expensive for the show put on and its relative cost. Cost to the spectators, however, makes \$1,000. Omaha has a couple of other shows for the week. Besides, after seeing the air carnival fans have enough to talk about during the week without going to a show.

Second intense mid-summer heat wave in progress and easily matching the first for oppressive weather. In spite of this business reported holding strong at Orpheum and Brantford, and at least average at the World. Orpheum with the most seats and bulk of product the unquestioned leader, and this week set for a good week with the Harlow-Hickman 'Man in all probability, see another record, but strong with about \$8,000.

World having a week of one of its occasional combinations of a first run with a second run on a proven picture. This time it's 'Thin Man' come back to show with 'No More Women' and set for at least average \$4,000. Brantford has a couple of weakies, but in light of past performances through the summer may reap an average harvest or thereabouts, \$3,900.

All houses in the face of extreme heat seems unexplainable except that Paramount's closing has sent more patrons into the houses remaining open.

Estimates for This Week
Orpheum (Blank) (2,970; 25-40)—'Girl from Missouri' (MG) and 'Mr. Sweeney' (WB). Harlow good for a heavy draw, though nothing exceptional; good stuff at \$8,000. Last week 'Grand Canary' (Fox) and 'Kiss and Make Up' (Par), dual, dropped off far from the two previous record weeks, but still topping average some; \$7,200, good for these ordinary pictures and despite the heat.

World (Blank) (2,100; 25-35)—'No More Women' (Par), first run, second run showing of 'Thin Man' (MG). Dual. This mix up is a long shot for even the men who ordered it, but should have little trouble pulling at least average. Lean one will likely be most responsible for what biz comes in, probably about \$4,000. Last week 'Give My Love' (U), together with 'Harlow Teen' (WB) just two more pictures and only a fair gross, \$3,300.

Brantford (Singer) (1,200; 20-25-35)—'Return of Terror' (FNB) and 'Lark and Lark' (WB), both new programmers, but may not be any letdown, judging by past few weeks. Not up, not down, just \$3,900. Last week 'Midnight Alibi' (FNB), together with 'Lark and Lark' (WB), picked up strong last two days after holding their own from the start. Exceeded expectations a bit to go to \$4,000.

Loew's State (2,750; 15-75)—'Girl from Missouri' (MG) and 'Vode.' Going more like what this house is used to and may reach a nice \$15,000. Last week 'Purple Interlude' (MG) hardly touched at \$10,000.
Proctor's (RKO) (2,300; 15-55)—'Handy Andy' (Fox) and 'Charlie Chan's Courage' (Fox).

Washington, Aug. 13.—Boys just gliding along these days taking the eggs in their stride and appreciating good grosses as unexpected pleasures. Only hold-over this week is 'Handy Andy' at Palace, which topped David Harlow and looks like nice second week. Keith's fired nicely with plenty of excitement last week on revival of 'Chimera.' Local drama ed wrote letter to manager suggesting revival and huge mail letter in to go on air twice as personal sponsor of film.

Estimates for This Week
Fox (Loew) (3,154; 25-35-50)—'Old Fashioned Way' (Par) and 'Vode' (WB). Good opening boys and girls out taking but by time it gets around week will be over. Maybe hit \$2,500. Last week 'Grand Canary' (Fox) and 'Fourth Amendment' (FNB) \$2,500.

\$80,000 for 'For Adventu. Weather Good'

'DR. MONICA' \$2,800 Tacoma Grosses Hold to Average Takings

Tacoma, Aug. 13.—Music Box continues its even tenor of singletons for solid week, while both other first runs are splitting-bits this week.

Estimates for This Week
Music Box (Hamrick) (1,400; 25-35)—'Dr. Monica' (WB). Getting away nicely, for anticipated \$2,800. Last week 'Of Human Bondage' (Radio) lighter than expected, at \$3,100.
Roxy (J-Vib) (1,300; 15-25)—'Grand Canary' (Fox) (dual, first half, then 'The Showoff' (MG) and 'Wild Gold' (Fox) dual, last half. 'Helping to keep folks in the Roxy habit, with quantity, variety and low prices. Expected to see \$2,600. Last week 'Hollywood Party' (MG) held only four days, but very fair at \$1,900. Then 'Lullaby' (WB) and 'Now' (U) three days, good, \$1,800 for \$2,700 week.
Blue Mouse (Hamrick) (1,000; 15-25)—'The Key' (WB) and 'Embarassing Moments' (U) dual, split with 'Midnight Alibi' (FNB) and 'Let's Try Again' (Radio) dual. Should get okay \$1,500. Last week '30-Day Princess' (Par) split, 'Friends of Mr. Alexander' (WB) and 'The Great Flirtation' (Par) dual, \$1,650.

HARLOW SHOWS S.F. 25G WITH 'MISSOURI'

San Francisco, Aug. 13.—Despite sock screen fare conspicuous by its absence, looks like this week will see most of the picture spot okay when it comes to continuing 'Man in all probability, see another record, but strong with about \$8,000.

American Legion of this area is holding a four-day convensh here but it's not the usual kind and therefore means a few bucks here and there at the turnstiles.

Best outlook comes from the matinee price raise, effected in all downtown first-run showspots, except Fox. Nickel has been added to the tariff, and it's now 30c instead of 25c. This will help a smash going to 40 over the week end. Worldfield moving along big. Harlow's 'Girl from Missouri' and stage show 'Paramount' 'Paris Interlude' and 'Sophie Lane' former having a few good names and helping.

Golden Gate quite good with Richard Dix in 'Greatest Gambler' with 'Sea Killers' added as a short, plus a stage show. Fox dualing 'Nora Moran' and 'Along Came Baby' with 'United Artists' 'Bulldog Drummond' for second stanza after a good opener.

Estimates for This Week
Fox (Loew) (5,000; 15-25)—'Nora Moran' (Mono) and 'Along Came Baby' (FNB). Littering possible \$4,000. Last week 'Dick Turpin' and 'Dancing Mad' (WB) \$3,500.
Golden Gate (RKO) (2,844; 30-40)—'Greatest Gambler' (Radio) and stage show with 'Sea Killers' added. The fairish draw at \$3,900. Last week saw \$12,000 on 'Whom Gods Destroy' (FNB).

Paramount (F-WC) (2,100; 30-40)—'Paris Interlude' (MG) and 'Sophie Lane' (WB). Sales in former up and \$12,500 likely. Last week 'Stamboul Quest' (MG) and 'Mr. Sweeney' (Par), split, \$1,100.

St. Francis (F-WC) (1,500; 25-35-40)—'Here Comes the Navy' (WB). Camey's pic moved over from the Worldfield after a biggie there and doing okay at \$1,900. Last week 'Baby Take Back' (Fox), similarly moved from the Warf, got \$1,200.
United Artists (F-WC) (2,400; 30-40-55)—'Bulldog Drummond' (UA) (2nd week). Artists' pic (1st week) at \$1,500. Last week \$1,500, first week which opened higher.
Warfield (F-WC) (2,700; 35-40)—'Girl from Missouri' (MG) and 'Along Came Baby' (FNB). Good draw in this one, and house maintaining a pace this, suggests a big \$2,500 chance. Last week 11th anniversary of a home with 'Here Comes the Navy' (WB) and 'Nellie Kelly' in \$1,650, at \$1,900.

Frozen 'Man With Two Faces'

Good thing, Sunday but his is a pretty spotty. 'Man With Two Faces' (WB) cont. 'One More River' (F), or the house only three days in advance of opening as a substitute for a less liked looking, will hit around \$8,000. This is the highest here since 'Bondage' around July 4. Picture will not hold, however, the Hall having booked Harold Lloyd's 'The Bandstand' for Thursday.

Closest in comparison to the Music Box is the Rialto, which will set \$11,000 on 'Adventure Girl' and 'Handy Andy' for \$2,000 in second week of 'Handy Andy' which stays a third. Then there's 'Rothschild' at the Rialto. Final week ending tonight (Tuesday) its fourth, will be \$21,000. 'Bulldog Drummond' in tomorrow morning (Wednesday).

Capitol has a chance to creep up to \$25,000 on the holdover of 'Girl from Missouri'. First week was reported just under \$15,000. 'Treasure Island' comes in Friday (17). 'Friends of Mr. Sweeney', which the Mayfair was able to get after Warner's had shifted to first run to the Strand, Brooklyn, eked out two good weeks. Second, ending last night (Monday), was \$9,100, while first was \$12,000. 'Slide Street' came in last night (Monday).

Strand is going nowhere currently with 'Housewife' at under \$11,000. 'Dames' opens tomorrow (Wednesday) on special premiere. Paramount closed on the down beat Thursday night (9) with 'Elmer and Elsie' establishing a new low of around \$10,800. It reopens Thursday (16) with a special preview of 'Cleopatra' (1st week) which will grind run minus stage show.

Estimates for This Week
Capitol (5,400; 35-75-85-110)—'Girl from Missouri' (MG), (2nd week) and stage show. Second week \$25,000, first week under \$35,000. A bit below house hopes. 'Treasure Island' (MG) comes in Friday (17). 'Mayfair' (2,800; 25-35-55)—'Mr. Sweeney' (WB). Ended its second week last night (Monday), the \$9,100. Initial seven days \$12,000.
Alcazar (1,700; 35-50-65-75)—'Let's Be Willing' (Cat) and 'vade'. On first run, but no excitement, probably about \$10,000. Last week 'Grand Canary' (Fox), also \$10,000.
Paramount (3,500; 35-55-75-99)—'Housewife' (WB) (2nd week). (9) after setting new low of \$10,800 on 'Elmer and Elsie' (Par). Reopens Thursday night (16) with special preview of 'Cleopatra' (1st week) which will grind run minus stage show.

Rialto (2,900; 40-55-75-85)—'Adventure Girl' (Radio) (2nd week) supported on this engagement strongly by RKO, gross will be good at \$11,000. Last week 'Personality Kid' (WB) managed \$5,500, indifferent.
Roxie (2,000; 25-35-55-75)—'Rothschild' (UA). Out tonight (Tuesday) after fourth and final week of \$21,000, good. Third week \$22,000. Last week \$21,000, considering previous run at the Astor, 'Bulldog Drummond' (UA) opens tomorrow morning (Wednesday).

Roxy (2,300; 25-35-55-75)—'Handy Andy' (Fox) (2nd week) and stage show. Ought to manage \$2,000, okay, after a first week of \$2,700, big. Strays a third week.
Strand (2,300; 35-55-65)—'Housewife' (WB) (2nd week) and stage show. Wednesday (15) under \$13,000. 'Dames', getting a special opening, comes in Wednesday night (15). Last week third of 'Here Comes the Navy' (WB), \$3,300.

State (2,300; 35-55-75)—'Here Comes the Navy' (WB) and 'vade'. Expected to do better than average here, maybe \$17,000. Last week 'Man With Two Faces' (WB), around \$15,000.

'Sacred Flame' in Eng.

Hollywood, Aug. 13.—Completing the Spanish version, Warners will do Somerset Maugham's 'Sacred Flame' in English.

U Boosts 'Cab' Date
Universal (City Aug. 13)—Figuring to get a head start on other films with the background that are the full length 'The Love of a Fool' and 'The Love of a Fool' on that of 'Cab' from Sept. 10 to Sept. 2.

Palm spots a new release opening Aug. 21 at the Roosevelt, Chicago.

'Not' \$97,000 on First H.O. B&K Chicago Has Ever Tried; 'Bondage' Apt to Do 5th Week

Chicago, Aug. 13.—Lack of product again causing worry among loop theatres. B&K is in a particularly bad spot, being forced to use the weakest of flickers just to keep its screens alive. Even with McVickers' lack of circuit, it is having considerable difficulty in finding screen material.

Situation is due not only to the paucity of releases but also to the local censors who are apparently seeing immorality in every strip of celluloid and banning important films. In one week B&K lost 'Girl from Missouri' and 'Scarlet Empress' pictures are held up indefinitely and circuit is having a struggle finding replacement product.

Business is generally off this week but it's the industry's own fault. Plenty of people around eager to go to pictures but the shift product is hurting.

Item for the record this week is the holdover of 'She Loves Me Not' at the Chicago, marking the first time in the history of this theatre that it has held a picture second week. Tied in with Fred Waring band last week it shot the box office to \$58,000, biggest take of the year. This week register is slipping off naturally, but will do \$48,000 without Waring. Strong pictures at this house usually switch to smaller loop house for holdover.

Going into its fourth week in the loop 'Human Bondage' is turning in another profitable week for the Garlick. At its present pace looks a cinch to make it five weeks downtown.

Estimates for This Week

Chicago (B&K) (3,200; 25-35-75) —'She Loves Me Not' (Par) and stage show. Second week for film which makes it a record for this house. Last week with the Waring band theater mopped up on a smash \$58,000. This week without Waring, will see fine \$38,000.

Garlick (B&K) (900; 25-35-55) —'Human Bondage' (Radio) (4th loop week). Really making money in large quantities after two weeks at Palace switched into this spot and continued pace. Last week a wallop at \$5,900 and this week will continue on the right side at \$4,500, powerful.

Oriental (B&K) (3,200; 25-35-40) —'Great Filtration' (Par) and vaude. George Jessel heading. House going along pleasantly, marking \$17,000 currently, okay. Last week nice for 'Radio McKee' (MG) at \$15,600.

Palace (Radio) (2,500; 25-35-55) —'Hill Coat and Glove' (Radio) and vaude. Slumps badly this week. Under \$13,000 from indications, pretty bad. Last week pulled out nine by Philko orchestra which added Bachelor Bait' (Radio) to \$18,200.

State-Lake (Jones) (2,700; 25-35-35) —'Hill Coat and Glove' (Radio) and vaude. House is doing well and this week a healthy \$13,000. Last week 'Let's Talk It Over' (U) \$12,300.

United Artists (B&K-U) (1,700; 25-35-45) —'World Moves On' (Fox). Not the type of product for Fair mobs hitting the loop. Gross will be unexciting at flabby \$13,500. Opening second week for 'Drummond' (UA) completed satisfying three weeks to good \$9,000.

Roosevelt (B&K) (1,500; 25-35-55) —'Paris Interlude' (MG). Hardly better than \$5,000 in the offing. Last week 'Here Comes Navy' (WB) finished a smacking fortnight to \$8,900.

PITT IS DULL WITH 'STAMBOUL' ONLY \$7,500

Pittsburgh, Aug. 13.

Product weakness showing up again this week with indifferent results anticipated.

Getting a break out of it is the Warner, with a dual bill including 'The Key' and 'The Big Moment'. Swell combo for the site, what with William Powell in one and Pitts-Summerville in other, and should result in a breezy \$7,600, best house had in some time.

At the other two spots hardly much to choose between 'Stamboul Quest' at Penn and 'Man With Two Faces' at Stanley.

Situation is due to perk up a bit in a couple of weeks. Alvin gets under way with 'Baby Take a Bow' Aug. 31; Pitt expected to swing into action shortly after Labor Day with pictures and vaude, while Fulton is due any minute to pull up its shutters with 'Handy Andy' after a shut-out from the theatre. Look for this week for the theatre to be a strip of this

made that would get a downtown first-run showing.

Estimates for This Week

Penn (Loew's-UA) (3,200; 25-35-50) —'Stamboul Quest' (MG). Doubtful if more than \$7,500 in sight. Last week 'Girl from Missouri' (MG) disappeared at \$3,500.

Stanley (WB) (3,600; 25-35-50) —'Man With Two Faces' (WB). Will have a struggle getting around \$8,500. Last week 'Human Bondage' (Radio) in the dough at \$11,000, and with 'Circus Clown' and 'Here Comes the Navy' made late summer showing for this period best around here in long time.

Warner (WB) (2,000; 25-40) —'The Key' (WB) and 'Their Big Moment' (Radio). Bargain bill should sail, but not so hot this week. Last week 'His Greatest Gamble' (Radio) and 'Smarts' (WB) right up there at \$6,000.

'SHE LOVES' 32G, TREASURE' 14G, HUB BULLISH

Boston, Aug. 13.

Most everybody here that has anything to sell is happy, meaning principally the Met and the State, with 'She Loves Me Not' and 'Treasure Island', respectively, both of which look like business such as hasn't been seen here in many a week. If 'She Loves Me Not' goes to \$32,000, it'll be a surprise, and 'Treasure' sure looks like pay dirt, maybe going into a second week.

'Treasure' isn't just pushing out the walls, but there's a sure \$14,000 in sight, which nobody can complain about a bit.

Keith's has 'One More River' which was hailed in Thursday, day early, to paint out the red left by 'His Greatest Gamble', which pulled only \$7,500, pretty bad going. 'One More River' will be a little better, maybe \$9,500, still awfully sour. Other RKO house, the Boston, is still scratching to pay the rent, and 'Hat, Coat and Glove' plus 'Milk and Love Song' may do it at \$6,200, but that would be lucky.

Last week's high spot was the Met with 'Treasure' (2,500; 25-35-40) and vaude. Slumps badly this week. Under \$13,000 from indications, pretty bad. Last week pulled out nine by Philko orchestra which added Bachelor Bait' (Radio) to \$18,200.

State-Lake (Jones) (2,700; 25-35-35) —'Hill Coat and Glove' (Radio) and vaude. House is doing well and this week a healthy \$13,000. Last week 'Let's Talk It Over' (U) \$12,300.

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'ANDY' DANDY \$3,500

Lincoln's Local Boy in Rogers Picture Hypos Take

Lincoln, August 13.

'Paudits do to 'Handy Andy' at the Stuart. They like Will Rogers, but Robert Taylor, the second lead, is a local boy, so it gets a double plug. Picture should wind up with better than \$3,500.

Theatre row is again about the Sunday show vote which comes up Tuesday (14) and will decide whether Lincoln has to go blue schroon again. Picture is carrying trailers asking for the vote in favor, which gets a big hand. The know lads give it an even break.

Tan has a bear war on now, which is hitting the shows a bit, but not badly. First it was 16 oz. for a dime, then 20, now 24, and predictions that by next week they'll fill it with ads. Steins big enough to take a bath in keep the payers drinking all night.

Estimates for This Week

Colonial (LTC) (750; 10-15) —'Two Alone' (Radio) and 'Hell's Headquarters' (Maj) dually three with 'Lone Trail' (Maj), finishing week. Fair \$700. Last week, 'Eskimo Perils' (Mile) and 'Side Streets' (WB), dually first with 'Rawhide Mail' (Maj) closing, so-so \$750.

Lincoln (LTC) (1,600; 10-15-25) —'Many Happy Returns' (Par), cheerful enough material for a week \$2,000. Last week 'Old-Fashioned Way' (Par), swell \$2,400.

Orpheum (LTC) (1,200; 10-15-25) —'Great Filtration' (RKO) dually with 'Bittersweet' (UA) and 'Big Moment' (U) last had headed for a blab \$500. Last week, 'Circus Clown' (WB) played on the straw, but mostly kids, so only \$1,000, ok enough.

Rialto (Cornhusker) (1,100; 10-15-25) —'Her Name Value' (Maj) with 'Big Time or Bust' (Maj) first half, closing with 'Law and Lawless' (Maj). Should garner \$800, good enough.

St. Louis (LTC) (1,500; 10-15-25) —'Kiva' (Cornhusker) (1,500; 10-15-25) —'Most Precious Thing' (Col). Won't knock in the previous stuff at the b.o., bad \$500. Last week, 'No Greater Glory' (Col) was a piddler, too, less than \$500.

Stuart (LTC) (1,500; 10-15-25) —'Handy Andy' (Fox). With Rogers and a local boy who made good, Robert Taylor, will top the list with the neighbors this week, should do over \$2,500, nifty. Last week, 'Here Comes the Navy' (WB), very nicely for a bit less than \$3,000.

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Prov. Grumbles at Vaude Repeat Bookings; 'Andy'-Upper' Dual, \$4,000

'Ladies Should Listen' (Par) and 'I Can't Escape' (Heaton), down to house, \$3,700.

Pol's (Loew) (3,040; 25-50) —'Drummond Strikes Back' (UA) and 'Name the Woman' (Col). First letup in weeks here, around \$2,800.

Roger Sherman (WB) (2,500; 35-50) —'Here Comes Navy' (WB) and 'Housewife' (WB). Big stuff, at well \$8,000 for eight days. Last week they chopped a day off 'Man With Two Faces' (WB) and 'We're Rich Again' (Radio) for slow \$3,500 on six days.

College (Loew) (1,650; 25-40) —'Stamboul Quest' (MG) and 'Bachelor Bait' (Radio), plus stage band. Not too good at \$3,500. Last week 'Paris Interlude' (MG) and 'Lady Is Willing' (Col), also stage show, slightly better at \$3,800; with stage band proving a draw.

Colonial (LTC) (750; 10-15) —'Two Alone' (Radio) and 'Hell's Headquarters' (Maj) dually three with 'Lone Trail' (Maj), finishing week. Fair \$700. Last week, 'Eskimo Perils' (Mile) and 'Side Streets' (WB), dually first with 'Rawhide Mail' (Maj) closing, so-so \$750.

Lincoln (LTC) (1,600; 10-15-25) —'Many Happy Returns' (Par), cheerful enough material for a week \$2,000. Last week 'Old-Fashioned Way' (Par), swell \$2,400.

Orpheum (LTC) (1,200; 10-15-25) —'Great Filtration' (RKO) dually with 'Bittersweet' (UA) and 'Big Moment' (U) last had headed for a blab \$500. Last week, 'Circus Clown' (WB) played on the straw, but mostly kids, so only \$1,000, ok enough.

Rialto (Cornhusker) (1,100; 10-15-25) —'Her Name Value' (Maj) with 'Big Time or Bust' (Maj) first half, closing with 'Law and Lawless' (Maj). Should garner \$800, good enough.

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Providence, Aug. 13.

First dull and cool Sunday this summer giving exhibitors a ray of hope of booting their grosses this week to a decent figure. Since the start of summer the week-ends have been hot and torrid, okay for the beaches but murder for the theatres.

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Minn. Sprints with 'Not' at \$8,000, 'Girl' \$6,000, Orph Stage Show \$13,000

Minneapolis, Aug. 13. Some hot numbers in the loop this week and biz showing signs of life despite continuation of toasters' strike and martial law. Lineup includes 'World's Fair Scandals' stage show, at the Orpheum, and 'Girl from Missouri', 'She Loves Me Not' and 'Charlie Chan's Courage' at the Century, State and Lyric. Virile assortment is pulling pretty fair dough.

Localities surely crave stage entertainment if recent box office responsiveness is any criterion. On the heels of Waring's Pennsylvania, who plunked around \$23,000 at the State a few weeks ago, 'World's Fair Scandals', same name, is shooting the Orph to the top of the procession for the first time in many a fortnight with 'Hat, Coat and Goggles' on the screen.

There's a good flesh-and-blood drummer on the local board for the first time in months. It's W. A. Steffos' production of 'The Drunkard', augmented by beer, sandwiches and coffee in the Marsh room of the West Hotel. Show is creating favorable word-of-mouth and augurs a successful run.

Estimates for This Week

Century (Public) (1,400; 25-35-10) — 'Girl from Missouri' (MG). First snappy picture in long time, and that helps. Should cost a pretty good \$6,000. Last week 'Grand Canary' (Fox). \$3,000, poor.

Orpheum (Singer) (2,500; 25-35-45) — 'Hat, Coat and Goggles' (Radio) and 'World's Fair Scandals', stage show. Well sold and will easily lead week. May hit excellent \$14,000. Last week 'Man With Two Faces' (FN). \$3,800.

State (Public) (2,100; 25-35-10) — 'She Loves Me Not' (Par). Bing Crosby going along nicely at \$4,000 clip. Last week 'Handy Andy' (Fox). \$4,000.

World (Steffos) (350; 25-35-50-75) — 'Thunder Over Mexico', 'Lookies' around \$200, mild. Last week, second of British 'Constant Nymph', \$1,000, light.

Uptown (Public) (1,200; 25-35) — 'Little Miss Marker' (Par). Fine \$400 indicated. Last week 'Manhattan Melodrama' (MG). \$2,700, ok.

Lyric (Public) (1,300; 20-35) — 'Charlie Chan's Courage' (Fox). Good card for and house and easily top \$2,500, pretty good. Last week 'He Was Her Man' (WB). \$3,000, good.

Grand (Public) (1,100; 15-25) — 'Murder at Vanities' (Par) and 'Nana' (UA), second runs, split. Around \$1,500 in prospect, good. Last week 'Born to Be Bad' (Fox), first run, and 'Bottoms Up' (Fox), second run, \$1,500.

Aster (Public) (900; 15-25) — 'Double Door' (Par), 'Circus Clown' (FN) and 'Many Happy Returns' (Par), second runs, split. Should reach \$900, pretty good. Last week 'Such Women Are Dangerous' (Fox), 'Surreal and Son' (UA) and 'Looking for Trouble' (UA), \$1,000.

'ANDY' \$4,500, 3D WK, TOPS INDIANAPOLIS

Indianapolis, Aug. 13. Business is jittery in the downtown houses this week, and top honors fall to 'Handy Andy', which is taking \$4,500 in its third week. Nothing else is hot, except the weather and second high money for the week will probably go to 'One More River' at the Lyric with a fairly good figure of \$1,000. 'Straight Is the Way' at the Palace and 'Man With Two Faces' at the Circle are trailing at a mild pace with grosses of \$4,700 and \$5,100, respectively.

Lyric announced this week that it would resume its combination vaudeville and film policy on Aug. 31. Reports to the effect that the shuttered Indiana will reopen soon with stage and screen shows are unwarranted but numerous.

Estimates for This Week

Apollis (Fourth Ave.) (1,100; 25-40) — 'Handy Andy' (Fox) (51 weeks). Plenty okay at \$1,500. Last week in its second stanza the Rogers pull accounted for \$5,000.

Circle (Katz) (1,000; 25-40) — 'Man With Two Faces' (FN). Little activity at this spot with a figure of \$3,100, poor. Last week 'She Loves Me Not' (WB) was good at \$3,900.

Lyric (Olson) (2,000; 25-40) — 'One More River' (C). Doing fairly well at \$1,000. Received good notices. Last week 'Cockeyed Cavaliers' (RKO), poor at \$1,100.

Palace (Loew's) (2,800; 25-40) — 'Straight Is the Way' (MG). Only fair at \$4,700. Last week 'Girl from Missouri' (MG) was not bad at \$4,800.

B'HAM KINDA BLAH

Birmingham, Aug. 13. There's a mighty weak lineup of pictures for the next seven days. 'She Loves Me Not' is the sole exception.

Estimates for This Week

Alabama (Wilby) (2,500; 30-35-40) — 'She Loves Me Not' (Fox). Crazy and a good flick attracting strong \$5,000. Last week 'Here Comes Navy' (WB) \$3,300, ok.

Ritz (Wilby) (1,500; 25-30) — 'Stamboul Quest' (MG). Title scares 'em away, \$2,500. Last week 'Wonder Bar' (FN) at special scale of 20-35-40 got around \$5,000.

Strand (Wilby) (900; 25) — 'Lost Patrol' (Radio). Next best bet, \$1,500. Last week 'Three On Honey-moon' (Fox) and 'Hollywood Party' (MG), \$1,000.

Empire (JTAU) (1,100; 25) — 'The Key' (WB). Not so hot, \$1,700. Last week 'Greatest Gamble' (Radio) \$2,900.

RAINY WEEKEND MAKES NEWARK BIZ SUNKY

Newark, Aug. 13. There were exhibitors dancing in the streets this week and for it rained Sunday and joy was unconfined. Even without the rain business would be good, as 'Girl From Missouri' at Loew's is going along like \$5,000 and 'Handy Andy' and 'Charlie Chan's Courage' are headed toward \$10,000 at Proctor's. After a grand first week the second of 'Here Comes the Navy', second 'Em-barrassing Moments' at the Bradford will come in around \$9,000.

Paramount-Newark couldn't take it after the worst week of the season closed for three weeks. For some reason this house has not had its share of business, but with Mac West, 'She Loves Me Not', and 'Cleopatra' announced on the marquee it should get a break.

Estimates for This Week

Bradford (WB) (2,000; 15-65) — 'Here Comes the Navy' (WB) and 'Em-barrassing Moments' (U) (2nd week). Not at all bad for second stanza and might reach a nice \$3,000. Last week dazzling at almost unheard of \$17,500.

Capital (WB) (1,200; 15-25-35-40) — 'Surreal and Son' (UA) and 'Shoot the Works' (Par). Only house not opening well and will hardly beat \$1,000. Last week 'Thin Man' (MG) and 'Great Fritation' (Par) mild at \$3,700.

Little (Franklin) (55-110) — 'Ricky Rood' (Dublin) (Moore) and 'Moore's Irish Players' (second week). Will take eight days this week and may reach a nice \$1,000. Last week okay at \$1,412.

Loew's (Steffos) (15-75) — 'Girl From Missouri' (MG) and 'vode'. Going more like what this house is used to and may reach a fine \$15,000. Last week 'Paris Interval' (MG) hardly touched at \$10,000.

Proctor's (RKO) (2,300; 15-55) — 'Handy Andy' (Fox) and 'Charlie Chan's Courage' (Fox).

Chan's 'Courage' (Fox). Jammed with kids Saturday and plenty of other nights and looks like a great week of \$10,000. Last week 'Grand Canary' (Fox) and 'She Was a Lady' (Fox) nice at over \$4,000.

Terminal (Skouras) (1,300; 15-25-40) — 'Thin Man' (MG) and 'She Loves Me Not' (Fox).

13 Wives' (FD) and 'Loud Speaker' (FD) split. Swell opening and if the last half holds up should be good at \$1,000. Last week 'The Key' (WB) (Radio) and 'Cock-Eyed Cavaliers' (Radio) with 'Found Alive' (FD) and 'Money Means Nothing' (Hollywood) split mean little at less than \$3,000.

Harlow-Sweeney' Dual Nice \$8,000 in Omaha

Omaha, Aug. 13. Competition for the week up with one of the larger houses. Harlow-Sweeney dual, Aug. 11-12, the Omaha air races. Only a two-day, two-performance show, but a great magnet and the admission is plenty, though not too expensive. The show put on and its relative cost. Cost to the spectators, however, makes many of them, give up any other show for the week. Besides, after seeing the air carnival fans have enough to talk about during the week without going to a show.

Second intense mid-summer heat wave in progress and easily matching the first for oppressive weather. In spite of this business reported holding strong at Orpheum and Brandels and at least average at the World. Orpheum with the most seats and bulk of product the unquestioned leader, and this week set for a good week with the Harlow flicker. Went in, in all probability, see another record, but strong with about \$4,000.

World having a week of one of its occasional combinations of a first run with a second run on a proven picture. This time it's 'Thin Man' come back to show with 'No More Women', and set for at least average \$4,000. Brandels has a couple of weeks, but in light of two performances through the summer may reap an average harvest or thereabouts, \$3,900.

All these in the face of extreme heat, but the explanation except that Paramount's closing has sent more patrons into the houses remaining open.

Estimates for This Week

Orpheum (Blank) (2,976; 25-40) — 'Girl from Missouri' (MG) and 'Mr. Sweeney' (WB). First run, second for a heavy draw, though nothing exceptional; good stuff at \$3,000. Last week 'Grand Canary' (Fox) and 'Kiss and Make Up' (Par), dual, dropped but far from the top. Previous record weeks, but still topping average some; \$7,200, good for these ordinary pictures and despite the heat.

World (Blank) (2,100; 25-35) — 'No More Women' (Par), first run, second run showing of 'Thin Man' (MG), dual. This mix up is a long shot for even the guys who trouble it, but should have little effect on pulling at least average. Long one will likely be most responsible for what biz comes in, probably about \$1,000. Last week 'I Give My Love' (U) together with 'Harold Teen' (WB) just two more pictures and only a fair gross, \$3,900.

Brandels (Singer) (1,200; 20-25-35) — 'Return of Terror' (FN) and 'Lady Is Willing' (Col). Just two pictures, but should be an average netdown, judging by past few weeks. Not up, not down, just \$3,300. Last week 'Midnight Allie' (Fono), together with 'Jane Eyre' (Fono) picked up strong ticket day after holding their own from the start. Exceeded expectations a bit to go to \$1,900.

Kaib's (RKO) (1,800; 25-35-40) — 'Palace' (Loew) (2,343; 25-35-40) — 'Handy Andy' (Fox) (2nd wk). Handed for ok \$3,900. Last week some pie hauled in nice \$17,000.

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Met (WB) (1,453; 25-40) — 'Personality' (WB) (WB). Movie fair at \$3,500. Last week 'Return of the Circus' (FN), nice \$1,000.

Columbia (Loew) (1,252; 25-40) — 'Baby Take a Bow' (Fox). Repeat after nice week at Fox with a net of \$4,500. Last week 'She Loves Me Not' (WB) and 'About Suburbs' (Fox) \$4,500.

\$80,000 for 'River' and \$11,000 For 'Adventure Girl' N. Y.'s Best; Weather Good but Biz Spotty

'DR. MONICA' \$2,800

Tacoma Grosses Hold to Average Takings

Tacoma, Aug. 13. Music-Box' continues its even tenor of singletons for solid week, while both other first runs are splitting-duals this week.

Estimates for This Week

Music Box (Hamrick) (1,400; 25-35) — 'Dr. Monica' (WB). Getting away nicely, for anticipated \$2,800. Last week 'Or Human Bondage' (Radio) lighter than expected, at \$3,100.

Roxy (J-VH) (1,300; 15-25) — 'Grand Canary' (Fox) and 'Defense Rost' (Col) dual, first half, then 'The Show' (MG) and 'Wild Gold' (Fox) dual, last half. Helping to keep folks in the Roxy habit, with quantity, variety and low prices. Expected to ease \$2,600. Last week 'Hollywood Party' (MG) held only four days, but very fair at \$1,900; then 'Little Man, What Now?' (U) three days, good, \$1,500.

Blue Mouse (Hamrick) (1,000; 15-25) — 'The Key' (WB) and 'Em-barrassing Moments' (U) dual, split with 'Midnight Allie' (Fono) and 'Let's Try Again' (Radio) dual. Should get okay \$1,500. Last week '30-Day Princess' (Par) split.

Friends of Mr. Sweeney (WB) and 'The Great Fritation' (Par) dual, \$1,450.

HARLOW SHOWS S.F. 25G WITH 'MISSOURI'

San Francisco, Aug. 13. Despite a hot screen fans conspicuous by its absence, looks like this week will see most of the picture spot okay when it comes to counting up the totals, with bleak week. Harlow's keeping many in town and helping over the week-end.

American Legion of this area is holding a four-day convocation here, but it's not the usual kind, and therefore means a few bucks here and there at the turnstiles.

Best outlook comes in the matinee picture, rated excellent in all downtown first-run showhouses, except Fox. Nickel has been added to the tariff, and it's now 30c instead of 25c, until 1 p.m., with ad. rush going to 40 over the week-end.

Warfield moving along big. Harlow's 'Girl from Missouri' and stage show. Paramount showing 'The Sea King' and 'Sophie Lang', former having a few good names and helping.

Golden Gate quite good with Richard Dix in 'Greatest Gamble' with 'Sea King' and 'Sophie Lang', plus a stage show. Fox dating 'Nora Moran' and 'Along Came Sally', with United Artists holding 'Hollywood' for a second stanza after a good opener.

Estimates for This Week

Fox (Loew) (5,000; 15-25) — 'Nora Moran' (Alton) and 'Along Came Sally', split. Hitting possible \$1,000. Last week 'Tuck Turpin' and 'Dancing Man', split, ok \$3,900.

Golden Gate (RKO) (3,344; 30-35-40) — 'Greatest Gamble' (Radio) and stage show with 'Sea King' added. Dix fairly draw at \$13,000. Last week saw \$12,000 on 'Whom God Desires' (Col) \$5,000.

Paramount (P-WC) (2,100; 30-35-40) — 'Paris Interval' (MG) and 'Sophie Lang' (Par), split. Names for a good haul at \$12,500. Hired, moved from the Warf, got \$1,200.

United Artists (2,200; 30-40-55) — 'Hollywood' (UA) (21 weeks). Artistic pull, first 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-12

'Girl from Missouri' \$6,500, Light; 'Bachelor Bait,' Grayson Band, \$4,700

Town is getting steadily better, with weather this summer cool, in contrast to other spots, and so considered favorable for the box office.

Hal Grayson and band from Club Victor, the town's duckiest night spot, plays the Music Hall for this week. Then Grayson returns south to Hollywood.

Evergreen Theatres considered long on holding 'Handy Andy' for second week, after great first, but finally decided to go ahead with scheduled 'Girl from Missouri' (MGM).

Estimates for This Week
Blue Mouse (Hamrick) (1,000; 15-25) — 'Mr. Sweeney's' (WB) and 'Love Captive' (U) dual. Look for \$2,800. Last week 'Merry Frinks' (WB) and 'His Greatest Gamble' (Radio) okay \$4,000.

Coliseum (Evergreen) (1,800; 15-25) — 'Stand Up and Cheer' (Fox) and 'Western Limited' (MONO). First run for latter, dual with 'Hollywood Party' (MGM) and 'Paris Interlude' (MGM) first run on 'Interlude.' Should go around \$3,500, which is okay. Last week 'Sadie McKee' (MGM) and 'Very Honorable Guy' (FN) big \$4,450.

Fifth Avenue (Evergreen) (2,400; 25-40) — 'Girl from Missouri' (MGM). Just fair at \$6,500. Last week 'Handy Andy' (Fox) big and liked, \$10,800.

Liberty (J-VH) (1,000; 10-15-25) — 'Sisters Under the Skin' (Col) and 'Big Race' (Mono) dual. \$3,600 not bad. Last week 'One in a Gully' (Col) and 'The Trail Drive' (U) dual, \$3,900, good.

Music Box (Hamrick) (900; 25-35) — 'Here Comes the Navy' (WB). Moved over from Music Hall, with indications to bring in around \$4,300. May stick third week downtown. Last week 'Of Human Bondage' (Radio) \$2,600, good.

Music Hall (Hamrick) (2,300; 25-40) — 'Bachelor Bait' (Radio). Hal Grayson band, with Martha Tilton, on stage, the main reason for anticipated \$4,700, pretty fair. Last week 'Here Comes the Navy' (WB) held steady for good \$5,300.

Paramount (Evergreen) (3,100; 25-35) — 'Old-Fashioned Way' (Par) and stage show. Nice enough at \$5,500. Last week 'Shoot the Works' (Par) and 'Chicago Folies' on stage, big \$7,300.

'2 FACES' 6G'S IN KAN. CITY

Kansas City, Aug. 13. — While the pickings were pretty slim around the picture houses last week the indications for the current one look even more promising. Last week continues with the mercury over 100 every day and hitting as high as 110 some of the time.

Opposition for the Barnum-Rising circuit has been at several points and things generally seem to be against the houses this week. Theatres are announcing some of the biggest pictures of the year for the night shows and the cutting out of the double feature bills by those who are using them, consequently no dates for the big ones have been set.

Estimates for This Week
Mainstreet (RKO) (3,200; 25-) — 'Man With Two Faces' (FN) and 'Bachelor Bait' (Radio). Opening light and indications are for around \$6,000. Last week 'Midnight Alibi' (FN) and 'Merry Frinks' (FN) received nice attention from the reviewers, but got \$5,000, only.

Midland (Loew) (4,000; 25-) — 'Straight Is the Way' (MGM). One of the shortest yet (59 minutes) seen here lately. But it's fast. Opened nicely and will likely gross about \$8,500. Last week 'Girl from Missouri' (MGM) held steadily for \$14,000.

Newman (Par) (1,800; 25-) — 'Notorious Sophie Lang' (Par) and 'Let's Try Again' (Radio). First time this Paramount house has received a late picture in several years. Opened fair and is slated for around \$5,500. Last week 'Springtime for Henry' (Fox) and 'Embarassing Moments' (U) failed to create any unusual excitement, \$5,000 or so.

Tower (Rewot) (2,400; 25-) — 'Sole Streets' (FN) and vaudeville, with Gies & Gies, Stevens Brothers & Gies, Fox, Yule & Yule, Six Moran Chorus, Lester Harding, and the Payton Streamline Girls. A lot of show for two-bits, and the

bargain hunters are finding it out, as business has been building nicely for a couple of weeks and this one looks good for around \$7,500. Last week 'I Gave My Love' and vaudeville, \$7,500.

Uptown (Fox) (2,640; 25-) — 'She Loves Me Not' (Par). Looks like a natural for this big suburban, with its big following from the younger set. Opened strong and advanced estimates give it \$3,500. Last week 'One More River' (U). Got extra strong endorsements from the press and took \$4,700.

'River' Standout In L.A. on \$6,000; 'Navy' Holding Up

Los Angeles, Aug. 13. — Only house to show any radical improvement this week is the Pantheons which is playing 'One More River' and more than tripling its average weekly take. This is mostly due to studio taking a hand in exploitation by giving the house extras.

The State is not getting anywhere currently with 'Stamboul Quest' which Paramount is off on second week of 'She Loves Me Not.'

Estimates for This Week
Downtown (WB) (1,800; 25-35) — 'Here Comes the Navy' (WB) (2d final week). Natural for this house with holdover sure to hit around \$7,000. Last week came in at \$9,200, fine.

Hollywood (WB) (2,750; 25-35-40) — 'Here Comes the Navy' (WB) (2d final week). Just a bit below sister house, but will show plenty of black with holdover at \$6,200. Last big \$8,700.

Los Angeles (Wm. Fox) (2,800; 15-25) — 'Moonstone' (Mono) and 'Let's Talk It Over' (U) split. At regular pace of \$3,700. Last week 'Jane Eyre' (Mono) and 'Dancing Man' (Pyramid) good at \$4,100.

Pantages (Par) (2,700; 25-40) — 'One More River' (U). With big exploitation allowance a good \$6,000 for this single bill. Last week 'She Learned About Sailors' (Fox) and 'Murder in the Private Car' fair at \$2,600.

Paramount (Fartmar) (3,595; 30-40-55) — 'She Loves Me Not' (Par) (2d final week). Natural for Fox. Second stanza will jockey through to \$11,500. First stanza, \$19,000, good.

RKO (2,500; 25-35-40) — 'His Greatest Gamble' (Radio). Not so forte and will end journey around \$4,000. Last week 'When the Gods Destroy' (Col) \$4,000, fair.

State (Loew-Fox) (2,024; 30-40-55) — 'Stamboul Quest' (MGM). Though they put heavy selling barrage behind this one will only come through with around \$8,400. Last week 'Girl From Missouri' (MGM) just a fair \$8,500.

F.&M.'s Five Theatres in St. Louis — Complicated by Product Shortage

St. Louis, Aug. 13. — The muddled film situation that brought about the closing of all but two of the first-run film houses here is still quite muddled. The feature of the mix-up is the screening predicament in which Funcheon & Marco and associates now find themselves. With five of the city's first-run theatres on their hands, the group so far has been able to obtain picture only about enough for one.

Already controlling the Fox and St. Louis, F&M in association with Harry Koplar, local theatre operator, and Allen Snyder, engineer and capitalist, three weeks ago took over the Ambassador, Missouri and Grand Central from the Skouras Brothers who were operating the houses for the previous year. New managers immediately closed the Ambassador and Missouri and since St. Louis and Grand Central were already dark, it left on hand two open houses, their Fox and Loew's State.

No decisions of opening at least

PORTLAND AVERAGE

'Missouri' Holdover Only Thing Outstanding in B. O.

Portland, Ore., Aug. 13. — It has dulled down and needed the oxygen tent this week, with only one pic really taking on nourishment.

This was 'Girl From Missouri' at UA which is holding over. Nothing has been held over here for so long that a two-week run is an event.

Hot weather and aftermath of the dock strike sewed everything up tighter than a bullfighter's pants. 'Charlie Chan's' at the Paramount created some extra biz for that house. 'Here Comes the Navy' registered a little better than average and sold a few extra ducats above low average of that house.

Oriental ran in 'Little Man' as a comeback, but it didn't catch. A very fair Broadway just getting an average break with 'Romance in the Rain.' 'Treasure Island' given a big exploitation buildup by 'Parker's' UA to follow 'Girl From Missouri.'

Bill McCurdy is laying the ground work for Jane Cowell's road show, 'Shining Hour,' which will come to this burg after leaving El Capitan, Hollywood. Possible that the Jane Cowell legit piece may go into 'Parker's' Broadway, hitherto running straight pic.

Estimates for This Week
Broadway (Parker) (2,000; 25-40) — 'Romance in the Rain' (U) and 'Straight Is the Way' (MGM). Average pace for \$2,500. Last week 'One More River' (U) and 'Murder in the Private Car' (MGM) \$3,500.

United Artists (Parker) (1,000; 25-40) — 'Girl From Missouri' (MGM) (2d week). Did surprisingly well and held up for good \$3,000; first week big \$4,700.

Paramount (FWC) (3,000; 25-40) — 'Old Fashioned Way' (Par) and 'She Was a Lady' (Fox). Keeping this house up average takings, around \$3,500. Last week 'Kiss and Make Up' (Par) and 'Charlie Chan' (Fox) did nicely with \$3,800.

Music Box (Hamrick) (1,400; 25-35) — 'Here Comes the Navy' (WB). Okay results, around \$2,500. Last week 'Here Comes the Navy' (WB) fair at \$2,200.

Orpheum (Hamrick) (2,500; 25-35) — 'Let's Try Again' (Radio) and 'Mr. Sweeney' (WB) averaged \$1,700.

FRISCO'S GEN'L ADMN. TILT

San Francisco, Aug. 13. — Impetus has been added to the Code Authority's campaign for higher admission prices in northern California by the upping of all downtown first run matinee prices in Frisco and the raising of tariffs in most San Jose theatres.

Frisco's zoning and clearance board, meanwhile, was expected to hand down a decision on the local clearance setup last week, but failed to come through, with the unveiling possibly due this week. During the two months of debating on the subject Morgan Walsh, chairman, has led the fight for

some of the other houses F&M finds itself faced with a serious shortage of films. So far it has been unable to obtain only Fox, Columbia and Universal product, which, combined, probably would keep one theatre in operation. But undaunted it opened the Ambassador last Friday (10) with the same picture the Fox is showing. Will Rogers in 'Handy Andy.' They propose to follow the day and date policy until films become more plentiful.

F&M spokesmen say they have a good chance to obtain Paramount and Radio films, but Warner Bros. reps aver WB has contracts for the product of those two companies. As matters stand now, no Paramount or Radio pictures are being shown locally. Nor Warners for that matter. As the Warner-operated house, the Shubert is closed with plans for reopening next Saturday (18). Warners also have plans announced for opening the Orpheum, ex-vaudeville house, as an outlet for their films and those of Paramount and RKO.

'Mr. Sweeney,' Vaude, \$12,000, Philly; 'Elmer and Elsie,' \$3,000, Karlton

higher admissions, has fought the lowering of clearance and has advocated the ousting of early bird matinees and trick balconies.

The ousting of these showshop rackets, it is reported, has definitely given a possible 28-day clearance the go-by, and it looks like the present clearance of 56 days may be retained. Walsh, incidentally, owns no theatres here, while almost all other members of the board are either locally concerned with exhibition or distribution.

In San Jose, where the price situation has been particularly acute, Fox-West Coast has gone from 25c to 35c straight admission for nights in all houses, excepting California, which remains at 40c. Other houses, all indies, have gone up at least a nickel.

'Gr'l' \$17,000 and 'Not' Near \$7,000 Means Buff. OK

Buffalo, Aug. 13. — Business is bracing again this week with the advent of more favorable weather. Jenn Harlow film, at the Buffalo, looks like a good week, and takings elsewhere seem steady if not improved.

Last week was marked by a nice gross for 'Bondage,' but with trade off elsewhere, except at the Lafayette. Opening of the Court Street's double features this week adds another gun to the competitive warfare which is due Labor Day.

Estimates for This Week
Buffalo (Shea) (3,600; 30-40-55) — 'Girl from Missouri' (MGM) and stage show. Film and strong stage attraction indicates nice \$17,000. Last week 'Human Bondage' (Radio) did business and better than summer average at \$16,000.

Hipp (Shea) (2,400; 25-40) — 'She Loves Me Not' (Par). Seems okay and may reach \$7,000. Last week 'Grand Canyon' (Par) \$6,000.

Century (Shea) (3,400; 25-) — 'Melody in Spring' (Par) and 'Finishing School' (Radio). Ought to get back to normal figures, Ross film, 'Melody' drawing comment from women. Probably \$6,000. Last week 'Merry Wives of Reno' (WB) and 'Double Door' (Par) \$6,600.

Lafayette (Par) (2,400; 25-) — 'I Give My Love' (U) and 'Party's Over' (Col). Got under way during hot spell, bringing figures down to average off to under \$5,000. Last week 'Let's Talk It Over' (U) and 'Black Moon' (Col), an improvement over previous fortnight at over \$6,000.

Court Street (Shea) (1,700; 25-) — 'World in Revolt' (Mentone) and 'Their Brief Moment' (Radio). Reopens this week with double feature policy as aimed threat to coming Great Lakes opening under independent management. First week may see \$2,500.

Par-Marcus

(Continued from page 7)

territories still remain under operators without ownership interest, including New England's east theatre chain, Balaban & Katz group in Chicago, Pinkseltin & Rubin in the northwest, Publix Detroit group and scattered minor chains.

Famous Theatres took the place of Publix Theatres as main operating subsidiary of Paramount. Under any scheme for a return to the old system Famous might be of greater power than Publix was since Famous also is the main holding company subsid of P-P. Publix was strictly an operating adjunct, not itself owning any theatres. Ownership was through such principal subsid as Olympia Theatres, Inc. (New England), B. & K., Embassy Enterprises (out of existence, but now owned by Famous), F. & R., etc.

NEW PAINT JOB

Hays office, New York, while the Gen. is vacationing, is enjoying a complete new paint job. During the past week the Hays office had to hold their huddles in hallways.

Philadelphi, Aug. 13. — Two films, given high advance touting, are being watched here carefully this week. Business in the downtown houses has been distinctly mediocre for several weeks, with 'Handy Andy' as an outstanding exception. First is 'World Moves On' in at the Fox with Phil Harris and his orchestra as stage feature; second is 'Of Human Bondage' at the Stanley. Unfortunately, a new hot spell arrived coincidentally with their openings and their initial pace doesn't indicate anything out of the ordinary.

Estimates for This Week
Arcadia (600; 25-40-55) — 'Kiss and Make Up' (Par). Second run. No more than \$1,800 indicated. Last week 'Grand Canyon' (Par) surprised by staying eight days, \$2,200. Earle (2,000; 40-55-65) — 'Mr. Sweeney' (WB) and vaudeville. William Demarest and Ruth Mifflin. 'The Grand Canyon' (Par) and stage show. Being plenty plugged. Ought to get \$17,000 on strength of that, despite new heat wave. Management expects considerable better. Last week 'Handy Andy' (Fox) second week. Almost \$15,000, fine 14-day engagement.

Karlton (1,000; 30-40-50) — 'Elmer and Elsie' (Par). Good at \$2,000, which is above house's recent average. Last week 'We're Rich Again' (Radio) \$2,700, only, n.s.e.

Stanley (3,700; 40-55-65) — 'Of Human Bondage' (Radio) and stage show. First pace a little slow. Had been figured for \$13,000 or better. Last week 'Here Comes the Navy' (WB) \$14,000 in nine days. A disappointment. Stanton (1,700; 30-40-55) — 'Whom the Gods Destroy' (Col). Some figure six top artistic for this house. Title 'Whom the Gods Destroy' (Col). Last week 'Man With Two Faces' (FN). Pretty disappointing \$5,500.

Heat governs Mont'l BIZ, PAL. OK \$8,000

Montreal, Aug. 13. — Most everything here dependent on temperature. Cool spell last weekend jacked up grosses but subsequent return of heat cooked the theatrical goose with only one theatre standing out. Current week looks like another head broiler.

Gene Curtis gesture of farewell to Montreal audiences takes the form of 'Wonder Bar' and 'We're Rich Again,' at the Palace which topped everything last week and will likely do it again currently at \$8,000. Capitol came a near-bop of repent on 'Scarlet Empress' last week but should pick up currently on 'Stamboul Quest' and 'Let's Talk It Over' with possible \$6,500. Loew's remains about the same with 'Man With Two Faces' and 'Mr. Sweeney' and will not probably exceed \$4,000. Princess has 'Whom the Gods Destroy' and 'College Coach,' maybe \$5,000. Imperial showing 'Vanite They Couldn't Arrest' and 'Vanite' estimated at \$3,000.

Estimates for This Week
Palace (FT) (2,700; 50-) — 'Wonder Bar' (FT) and 'We're Rich Again' (Radio). Pic has been hallylooted for weeks and should hit on high with a probable \$8,000. Last week 'Grand Canyon' (Par) and 'Charlie Chan' (Fox), took most of the show money at \$8,500.

Capitol (FT) (2,700; 50-) — 'Stamboul Quest' (MGM) and 'Let's Talk It Over' (U). May get \$6,500, dependent on weather. Last week 'Scarlet Empress' (Par) and 'Old Fashioned Way' (Par) (2nd week), not so good at \$5,000; 50-; 'Man With Two Faces' (WB) and 'Mr. Sweeney' (WB) average, not likely to go over \$4,000. Last week 'Mid-Par' (WB) and 'Personality Kid' (WB), \$3,500.

Princess (CT) (1,500; 50-) — 'Whom the Gods Destroy' (Col) and 'College Coach' (WB). Should gross \$5,000. Last week 'Constant Nymph' (Brit) and 'Happy Ever After' (Brit), about same figure.

Imperial (Ind) (1,900; 40-) — 'Man They Couldn't Arrest' (WB) and vaude. Looks \$3,000. Last week 'Red Wagon' (Brit) and vaude, \$2,500.

Cinema de Paris (France-Ind) (Ind) — 'La Vie d'un soldat' second week \$1,000 after \$1,200 last week.

Agents' Code Oked by Committee, But Enemies Still Out Gunning

Hollywood, Aug. 13. While the agency code of fair practice, proposed for insertion in the film code, has been passed 6 to 4 by the agency committee, the paper is still considered a long way from being a part of the code and Federal law.

Committee was split on Article 5 of the code, which in its present form provides an agent the right only to represent a client in matters of a strictly business nature and would eliminate an agent from interference in any dispute between producer and client in the matters of wardrobe, story or others not of a financial nature.

The five producer members and the one technician member voted for this clause, but the minority four offered a rewording of the article which would permit an agent to represent a client on all matters relating to employment. If the client desired it. Otherwise those four—M. C. Levee, for agents; Frank Lloyd, director; Ernest Pascal, writer, and Adolphe Menjou, actor, stated formally they would oppose the whole code, but would accept it in full if this particular article was changed.

Code has been published with the right of any one interested to make suggestions. Matter then will be sent to the Administrator for his okay, one way or the other, and becomes a part of the code on promulgation by the President.

Among the provisions of the code, as it now stands are:

Agents shall file with the agency committee a statement as to owners, stockholders or partners in the concern.

Agency committee shall publicize the fact if a producer is interested financially in an agent's business.

Construct as violation of the code and subject either to disbarment or suspension would be the giving or offering of gratuities to any producer or employee to influence him in the interests of a client; the enticing of any contract employee from a studio; the giving of false information to a producer in regard to a client; the fomenting of dissension between producer and client to effect the latter's release; the delaying in informing clients of written communications from producer to client sent through an agent.

Client is given the right to cancel an agency contract if he has not received an offer in four consecutive months or if he has not secured employment for four weeks during a six-month period.

On written notice agent shall keep the client informed in writing of the agent's activities in his behalf.

Cancellation.
Client can cancel contract if the agent makes a salary rebate to a producer; makes a secret agreement between agent and agent or agent and producer to reduce the compensation of the client; splits commissions with any one but a recognized agent or misrepresents to a prospective client the clientele or connections of his firm.

If an agent is disbarred, client has the right to cancel his contract, but must pay half commission for employment received while agent was in good standing.

Producer shall not influence an agent not to perform his full duty to his client and no producer shall attempt to induce a client to employ an agent or refrain from employing a particular agent.

No agent, unless he has a written contract, shall levy an attachment or garnishment against a client.

Code provides that in case of charges of violation a hearing shall be held by the agency committee, and this body's findings sent to the Administrator, who has the power to publicly reprimand the offending agent, suspend him or disbar him.

Beaudines Avoyaging

Hollywood, Aug. 13. The William Beaudines left Friday (10), sailing next Saturday (11) for England where director will make "Punny Face" for British International.

Letter holds option for a second picture.

ARBITRATION CLAUSE

May Go to U. S. Supreme Court In Fox-Exhibit Test Suit

Minneapolis, Aug. 13. It will develop upon the U. S. Supreme Court to decide whether the inclusion of the arbitration clause in the old standard contracts are entirely invalid if the present move of the Minneapolis Fox exchange succeeds.

Both the district and supreme courts of Minnesota held that a Fox contract with A. B. Muller, Maple Plain, Minn., exhibitor, was rendered invalid because of the arbitration clause. Dissatisfied with the decisions, Fox has announced that it will petition the U. S. Supreme Court for the privilege of re-arguing the case on an appeal to the highest judiciary in the land.

Fox sued Muller for \$2,000 damages for alleged breach of film contracts. Samuel P. Halpern, Minneapolis lawyer, defending the exhibitor, argued that the contracts were inseparable and that the arbitration clause vitiated them. After the district court decided in Muller's favor, Fox appealed to the state supreme court and again lost the verdict.

L.A. Z-C BOARD GETS 98 KICKS

Los Angeles, Aug. 13.

Wading through an avalanche of last-minute protests, to the number of 98, local zoning-clearance board cleaned up the entire batch after two days and nights of almost continuous opening hearings. Because of the volume of cases, determinations were put off until this week.

Complaints heard by the z-c tribunal attacked virtually every section of the newly set schedule, with numerous cases dovetailing into each other, thereby permitting the board to bunch them, and thus expediting the dispatch of cases.

Right of appeal is certain to be exercised in a number of cases, due to the divergent positions of proponents and dissenters.

Major distributors took an active part in the hearings, and participated in most of the discussions with varying ideas being advanced by the different film exchange men. Fox West Coast also figured prominently in the proceedings, with its chief attorney, Charles A. Buckley, and Atty. John B. Bertero, constantly in attendance at the board sessions.

One of the highlights of the week was the filing by J. Reeves Espy, F.W.C. member, on the z-c board, of numerous dissenting opinions, explaining in detail his reasons for voting on various awards made previously.

Action of the code authority in denying the right of local boards to legislate against, or fix a penalty for duals, automatically invalidated a recent action by the local tribunal, which after fixing a 15-day penalty behind regular clearance for the showing of double features, refused to reverse itself on protests registered by indie producers and distributors, who carried their case up on appeal.

Non-Union Op Assaulted

Rochester, N. Y., Aug. 13.

James Wheeler, 23, non-union operator working at a 12-day penalty, was beaten up after his first night on the job. Three union operators went out on strike, claiming the theatre failed to pay salaries fixed by the NRA Code. Manager Benjamin Bellinson immediately hired non-union operators and the union picketed the house.

Wheeler was snatched and kicked by an unidentified group of men as he left the street car near his home after working the night show. Passersby carried him home and called a physician. Wheeler is a former union man who had been unable to get work for a year and a half.

DETROIT PAR REOPENING

Resumes Aug. 1 Under Original Name of the Capitol

Detroit, Aug. 13.

Paramount theatre is to be reopened by United Detroit Theatre, local Paramount affiliate, Aug. 1. House will revert to its former name of the Capitol.

Lease, formerly held by the local Paramount group, expired two years ago and house has been dark except for spot bookings of \$1 opera, etc.

House being remodeled and stage equipment readied but will open on straight first run pictures.

UA MUST ABIDE BY 10% CLAUSE RULES NRA

After dodging the issue for the last two months, the Code Authority has finally cracked down hard upon distributors who would evade the 10% eliminations clause in the code.

Issue was raised by United Artists on the ground that it couldn't abide by the clause because UA sells pictures on an individual contract basis.

Makes no difference to the C.A., however, as long as the complaining exhibitor can show he bought at least the first 10 or more of the company's pictures.

If Screeno Okayed By N. Y., Chi Expects Premium Epidemic

Chicago, Aug. 13.

Finale of the Screeno cases comes up before the Code Authority Board in New York this week when the local indie houses get their appeal hearing. The local code board last month issued an order nixing Screeno and all lotteries.

In addition to the board the police made a drive last month to ban Screeno under a no lottery clause included in Cook County theatrical licenses.

Behind the indies are the large premium companies who have been cleaning up throughout the mid-west. On the other side are the circuits who want to see premiums, giveaways and Screeno, banished, and who were the ones to start the police last month against the indies. Which makes it a sharp battle between the small exhibitors and the large circuits, with the indies claiming that they need Screeno to help clear the nut.

They want it so bad that a new organization is forming, the Independent Theatre Owners Assn., headed by Freddie Gilford and Ed Brunell, particularly to fight for the continuation of Screeno and giveaways. Should they win approval it will open the midwest to a premium epidemic by both indies and the circuits.

Appeals Board Against Rehearing Darrow Complaints, Blow to Indies

Washington, Aug. 13.

Revived hopes of independent film exhibitors for revision of the motion picture code were dashed this week when the new Industrial Appeals Board announced it has no intention of rehearing controversies aired before the Darrow Board during the spring.

Policy announcement came as a painful blow to indie reps who were preparing to renew their fight, against both Divisional Administrator Sol Rosenberg and the picture pact, by asking exemptions from pact provisions which they contend

Indie Producers Will Fight Any Regional Exhib Ass'n Vote to Kill Duals as an NRA Breach

Reade Complains Dog Tracks Violate NRA

Newark, Aug. 13.

Walter Reade, secretary of the New Jersey Racing Commission, attacked dog tracks as "violating the NRA code with reference to racing, amusements and public assemblies, in that they are giving away rebate tickets and cut rate tickets, contrary to their advertised prices." He adds there is a "wide, vigorous, and elaborate distribution of throwaways and giveaways, which admit the patrons for the sum of 10c for 50-cent seats and for 25c for \$1.50 seats."

Reade figures the Long Branch track is opposition to his shore theatres.

Unless immediate action is taken he promises to make a summary complaint to NRA authorities.

UNIFORM PACT SPLITTING C. A.

With the smoke of one battle hovering over it, the Code Authority is faced at its session next week with another that promises an equal amount of debate. Exhibitor charges that distributors are running out on the film code's mandate that the uniform contract be used is once more splitting the opinion of high codists and the NRA.

Contention of some of the high codists representing major interests will be, according to executives Monday (13), that there is nothing in the code which makes it compulsory for a distrib to use only the officially prescribed uniform contract. From their perspective a distrib can draw up a contract for 1934-35 along any lines satisfactory to his exhibitor-customers.

NRA officials, other than codists, are inclined to agree with exhibitor complainants, holding that no matter what form they agree upon it shall not be contrary to the code.

This dispute is scheduled for an initial skirmish in the hands of the C.A.'s legal committee before being put up on the front line for attack.

Mayo's 'Border Town'

Durham, Aug. 13.

Shifting of William Dieterle to 'Firebird' resulted in Warners assigning Archie La. Mayo to direct 'Border Town,' Paul Muni starrer. Bette Davis and Margaret Lindsay get the femme lead with Muni.

PERSOFF AS STORY ED

Hollywood, Aug. 13.

Al Persoff steps in as story editor at Radio, succeeding Howard Spellman who resigned recently. Persoff had been Spellman's assistant. Betty Roberts continues as head of the studio's reading alcove.

To insure complete emancipation of dualism independent producers this week are preparing again to strike through the NRA, this time at exhibitor organization agreements designed to place a voluntary boycott on duals in various theatre areas of the U. S.

The C. A. has ruled duals are a fair trade practice. According to Ed Golden, Monogram representative on the Authority and a leader in the movement which brought about such official ruling, no trade group can act independently of the NRA in this respect.

Even when exhibs in a territory can be shown 100% in favor of voluntary dissolution of the twin policy, the indie producers hold such agreement cannot be construed as following out the letter of the NRA if it works a hardship on other departments of the industry.

Therefore, Golden, as official spokesman for the indie producers, is prepared to maintain that unless distributors serving such a territory are also in 100% accord, harm is being done and the principle of the Blue Eagle is being violated.

Whether Fox, Metro, Columbia and Universal will adhere to their original vote when this latest campaign is brought to the official attention of the C.A. means little to the bona fide indie makers who are satisfied with the original record.

Code Amendment Says Ducking Tap Means Legal Action

Washington, Aug. 13.

Refusal to pay film code assessments will be considered a violation of the competition pact and cause for punitive and legal action under terms of an amendment to the agreement published by the National Recovery Administration this week.

While approved July 27, amendment did not see daylight until last Wednesday (8) when it was released without comment, along with second addition which exempts members of C. A. from prosecution for acts of colleagues, employees, officers, or agents.

New action hearing on expenses also authorizes the code authority to levy assessments following approval by NRA of an itemized budget and an equitable basis of contribution. Stipulates that all members will be "legally obligated" for their shares of the fund and that failure to pay such equitable contribution shall constitute a violation of this code.

Giving codists power to force industry members to ante up, NRA specified that in addition to all other weapons the C. A. shall have the right to institute legal proceedings for collection of assessments.

Zoning Protection Suit In Minn. Due for Trial

Minneapolis, Aug. 13.

When the suit brought by W. A. Staffes, president of Northwest Allied States, as an exhibitor, to test the validity of this territory's zoning and protection schedules, comes before the federal district court here, it will be argued for him by F. W. Murphy, prominent local lawyer, and a Democratic leader, recently appointed Northwest Allied States' general counsel.

The case has been on the federal court's calendar for two terms and should be reached for hearing before the end of the present term. Local film exchanges and their managers are named defendants. Staffes claims discrimination in zoning in favor of the public circuit and detrimental to independent exhibitors. He contends that the exchanges are violating the anti-trust laws through a conspiracy in restraint of trade.

Stock Market

(Continued from page 6)

slight betterment in stock prices point to the manner in which industrial averages penetrated critical 90-91 level during the past week. At one time (Thursday) averages touched 91.81. Seemingly resistance was met around 90 and 91, and consequently a more definite piercing of the 90-92 level seemed to be a decisive advance can be recorded, according to chartists' theories.

Amusement group, as has been pointed out, is in a position to take part in any such advance, for many positions have been cleaned out. Also most of issues have discounted unfavorable news. In other words, the bad news is out of way for this group.

Trade news was mixed, but in the main rather favorable. Power output fell off in operations because of 1.50%, but topped the same week in 1933 by 0.5%. Steel operating rate held about even around 26% of capacity, according to American Iron and Steel Institute. Slaughter of cattle by administration agencies increased the demand on can companies, and this is expected to be reflected in steel operations because tin plate operations already have been stepped up. Carloadings were up 0.04% over preceding week, but slightly under a year ago. Report showed loadings on an increase, where in 1933 between same weeks there was a drop of 3.9%.

Bank clearings for week were 4.8% ahead of last year. While only 2.1 ahead in New York City, outside of that city clearings were higher by 19.3%. Failures for week ending Aug. 2 were 220, against 215 in previous week, but far below that of last year, when 352 were reported for same week. Cost of living was up 5.2% compared with July, 1933. Factory workers' earnings for June were up 14% over June of 1933.

Agriculture department's estimate of only 9,195,000 bales of cotton for 1934 again shot up cotton prices, since this would make it shortest crop since 1896. Condition of crop on Aug. 1 was 60.4% of normal.

Class I railroads showed an increase of 15.2% in gross operating revenues for first six months compared with same period in 1933. Net operating income was an annual rate of return of 2.09% on property investment compared with 1.42% in 1933.

General Motors reported July sales as being 15% ahead of a year ago, and well ahead of those for May.

A long list of favorable dividend actions dotted the week. These included Columbian Carbon Company, \$3.40 annually on common, compared with old rate of \$3; Pacific Mills, a dividend of 50c per share, first dividend since 1925; J. B. Williams Company, an extra dividend of 25c per share plus regular quarterly of 50c; Mohawk Carpet Mills, Inc., a 25c per share dividend, first since March 31, 1930; Katz Drug Company, quarterly dividend of 75c on common, compared with 50c last quarter; Argonaut Mining Company, Ltd., 50c on common, compared with 25c previous quarter; Archer-Daniels-Midland Company, a special dividend of 25c plus regular of same amount on common.

Eastman Kodak maintained its recently increased rate on common by declaring \$1 payable on Oct. 1. Company also declared \$1.50 on preferred, payable Sept. 1. Metro-Goldwyn-Mayer directors declared a dividend of 1% Aug. 6 on preferred, payable Sept. 15. Columbia Pictures declared quarterly dividend of 75c a share on its preference stock, payable Sept. 1.

A Stock Exchange seat sold at \$95,000, unchanged from previous sale. A Curb Exchange seat sold at \$3,000 off the previous sale price.

Numerous companies reported unusually good earnings reports for first six months of 1934. Included were following net earnings: Armstrong Cork Company, \$1.16 a share on capital stock, compared with 52c per share in first six months of 1933; Garlock Packing Company, \$1.57 per share, compared with 34c a share for first six months of 1933; Ludlum Steel Company, \$1.14 a share, compared to net loss of \$87.47c for first half of 1933; Mack Truck, Inc., profit after charges, but before Federal taxes, \$180,980, compared with net loss of \$482,110 in first six months in 1933; Bigelow Sanford Carpet Company, Inc., net profit after charges of \$214,891, com-

pared with net loss of \$130,776 in first half of 1933; American Wool Company, profits from operations increased from \$911,316 to \$1,522,729; Wabash Cotton Company, \$2.10 a share, compared with 30c on common in preceding year (for 12-month period); Cook Paint and Varnish Company, \$10.27 a share on Class A shares, compared with \$5.08 on same in first half of 1933.

Several chain and department stores made strong sales reports for first six and seven months of year, company sales being 17.6% to 35.8% ahead of 1933.

U. S. Steel reported showing a 615,399-ton drop in finished steel shipments for July was much as most of traders expected. However, it offered an excuse to sell Steel common down, and it fell off sharply Friday.

Grains soared to new highs for year during week, following continuance of drought in middle west. Profit taking hit all grains Friday, but not until some wheat options had touched \$1.13 and \$1.17 a bushel and May corn had neared the 90c mark, a point not reached in years. All grains showed renewed strength and followed corn and wheat to new highs Friday before falling back to close slightly under previous day's close. Corn was aided materially by government estimate that corn was 231,000,000 bushels under last year. Estimates on wheat picked up more than 6,000,000 bushels, compared with estimates of a month ago, but more than 232,000,000 under 1927-28 average.

Profit taking, started by decline in grains abroad, sent grains down Saturday, many of them to the extreme limits for a day's trading. They rallied later, but closed near bottom, many off the limit of a day's trade. Market paid little attention to this decline and in most instances regained many losses of previous day.

Fractional Gains

Majority of gains by amusement stocks were fractional ones, aside from the advances by Radio B. and Loew's. Loew's preferred went up 10 1/2 points, closing at 90. Metro-Goldwyn-Mayer preferred went up three-quarters of a point on a few trades. Universal preferred advanced 1 1/2 points to 31 1/2. Madison Square Garden stock was up half a point at 5 1/2. Keith preferred lost 2 1/2 points, closing at 35. Columbia Pictures certificates also lost a point. Fox A, Pathe, both common and Class A, and Consolidated Film Industries, common, slipped back fractionally.

Nearly all amusement bonds lost ground. Paramount-Publix 5 1/2% certificates were an exception, going up 2 1/2 points, as filed liens fell off nearly a point. Paramount-Famous-Lasky 6s dropped 4 1/2 points, and certificates of same slipped 1 1/2 points. Warner Bros. 7s lost 2 1/2 points. Warner Brothers 6s gained half point, and Keith 5s also gained an eighth on the week. Even Loew 6s declined a point, loss coming in trading Saturday.

Summary for Week Ending Saturday, Aug. 11

STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net
79 3/4	79 3/4	3,300	American Reat.	5 1/2	5 1/2	5 1/2	+
24 1/2	24 1/2	1,300	Consolidated Film	27 1/2	27 1/2	27 1/2	+
54 1/2	54 1/2	1,500	Columbia P. vtc. (1) A.	27 1/2	27 1/2	27 1/2	+
100 1/2	100 1/2	400	Consol. Film	12 1/2	12 1/2	12 1/2	+
101 1/2	101 1/2	79	Eastman Kodak (4)	99 1/2	99 1/2	99 1/2	+
17 1/2	17 1/2	8 1/2	2,000 Fox Class A	10 1/2	10 1/2	10 1/2	+
35 1/2	35 1/2	10 1/2	63,000 Gen. Elec. (600)	17 1/2	17 1/2	17 1/2	+
35 1/2	35 1/2	20	200 Keith pref.	35	35	35	+
35 1/2	35 1/2	35 1/2	Loew (1)	35 1/2	35 1/2	35 1/2	+
91 1/2	91 1/2	300	Do pref. (5%)	90 1/2	90 1/2	90 1/2	+
20 1/2	20 1/2	2 1/2	400 Madison Square Garden	24 1/2	24 1/2	24 1/2	+
20 1/2	20 1/2	100	Consol. Film	27 1/2	27 1/2	27 1/2	+
24 1/2	24 1/2	1 1/2	25,000 Paramount etc.	8 1/2	8 1/2	8 1/2	+
4 1/2	4 1/2	16,000	Radio B. & L.	10 1/2	10 1/2	10 1/2	+
24 1/2	24 1/2	2,700	Radio Exchange	11 1/2	11 1/2	11 1/2	+
24 1/2	24 1/2	4 1/2	41,500 Radio Corp.	5 1/2	5 1/2	5 1/2	+
4 1/2	4 1/2	100	U. S. Steel	25 1/2	25 1/2	25 1/2	+
35 1/2	35 1/2	15	11,100 Radio Ptd. B.	31 1/2	31 1/2	31 1/2	+
35 1/2	35 1/2	100	Universal pref.	31 1/2	31 1/2	31 1/2	+
35 1/2	35 1/2	100	Warner Bros.	31 1/2	31 1/2	31 1/2	+
47 1/2	47 1/2	37,700	Westinghouse	33 1/2	33 1/2	33 1/2	+

a—Basis stock extra. b—Paid this year on account of accumulation.
10-share trading stock.

CURB

14 1/2	7 1/2	2,500	Technicolor	12 1/2	11 1/2	12 1/2	+
3 1/2	1 1/2	700	Trans Lux (20c)	2	1 1/2	1 1/2	+

BONDS

15	15	30,000	Gen. Elec. 4% 40...	6	5 1/2	5 1/2	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+
102 1/2	102 1/2	100	1,000 Radio B. & L.	102	102	102	+

OVER THE COUNTER, N. Y.

Bid.	Asked.	100	Roxey, Class A	—	—	—	—
Bid.	Asked.	100	Do Forest Home	—	—	—	—

PRODUCE EXCHANGE, N. Y.

2,000	Par-Pub	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2	5 1/2
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INCORPORATIONS

NEW YORK

Century Amusement Sales Co., Inc., amusement resorts, etc.; capital stock, \$10,000. Anna Shapiro, Jessie A. Jackson and Carl Flicker, all of 1450 Broadway, New York.

Hamilton Realty Corp., general hotel, theatre and office building, capital stock, \$100,000. Loretta Moran, Mary R. Normandin and Virginia Pelham, all of 70 Pine street, New York.

Vigilant Pictures Corp., moving, talking pictures, theatre business; capital stock, \$50 shares, no par value. Pauline Bloom, Jandora Fried and Boris Feld, all of 100 East 121 street, New York.

Doll Theatre, New York Grand Opera, Inc., operatic and theatrical productions; capital stock, \$100 shares, no par value. Enzo Dell Orfede and Vera R. Cosentini, Hotel America, New York, and Eugenia Loder, 1400 Broadway, New York.

Decca Records, Inc., musical instruments, sound recording machines, etc.; capital stock, 25,000 shares, no par value. Nathan Zuck, 1400 Broadway, Alfred H. Schmitt, all of 715 Fifth Avenue, New York.

American Chisel Exhibition Corp., theatrical presentations; capital stock, 200 shares, no par value. Herbert Rosen, 1231 Davidson Avenue, Morton Rosen, 415 West 163d street, and Mae Kohn, 164 East 85th street, all of New York.

Columbian Sound Equipment Corp., amusement equipment, etc.; capital stock, 100 shares, no par value. Louis Mahmar, Harold Lodovick and Arthur V. Lodovick, all of 430 Ninth Avenue, New York.

Exhibitors Rotary Circuit, Inc., picture exhibitors; capital stock, 100 shares, no par value. George R. Coughlin, Thomas R. Kohn, 1400 Broadway, and J. J. Kohn, all of 341 Madison Avenue, New York.

Card-O-Graph, Inc., photographic, motion picture machine, etc.; capital stock, \$10,000. Raymond M. Kahn and Nettie Kahn, 1655 Jerome Avenue, and Sophie Silverman, 1655 Jerome Avenue, New York.

Divisions of Brooklyn, Inc., broadcasting station; capital stock, 1,400 shares—1,000 shares at \$100 and 400 shares, no par value. Salvatore Bragato, 49 Fourth Avenue, Aaron Kronenberg, 427 Fulton street, and Samuel Gellard, 307 Washington street, all of Brooklyn.

State and Designation
Invisible Pictures Corp., Los Angeles; picture exhibitors; capital stock, 100 shares—1,000 at \$100 and 1,000, no par value. M. M. Cohen, president, 2,000 Broadway, New York, and J. J. Schwartz, 550 Fifth Avenue, New York.

Change of Name
From Invisible Pictures Corp. to Active Pictures Corp., filed by Arthur H. Schwartz, 550 Fifth Avenue, New York.

Merger
Elmira Star-Gazette, Inc., merged with Elmira, filed by Hubbell Taylor, Goodwin, Nixon & Harrigay, 31 Exchange street, Rochester.

IOWA

Cedar Rapids, Inc., capital stock, \$10,000. Directors, J. C. Landenberg, George P. Landenberg, and J. C. Landenberg, all of Cedar Rapids. To conduct amusement parks, vaudeville, entertainment and outdoor amusements.

North Carolina
North Carolina Fair Operating Company, Inc., fair, etc.; capital stock, \$100,000. Directors, J. C. Landenberg, George P. Landenberg, and J. C. Landenberg, all of Cedar Rapids. To conduct amusement parks, vaudeville, entertainment and outdoor amusements.

Oklahoma
Blossom Health Amusement Corp., Oklahoma City, Okla.; capital stock, \$1,000. Incorporators, Billy Greig, George R. Simpson and R. E. L. Finley, all of Oklahoma City.

U REVIVES PEARL

Universal has revived interest in its pearl diving story, "Black Pearl," which has been up for production at least a half dozen times in the past three years.

Earle Snell, who was on the script 18 months ago, is back on it.

Times Sq. Realty

(Continued from page 7)

through their committee. It was the Vanderlip plan, which some time ago approved the selection of Kuhn, Loeb to author a reorg plan for Par.

Loss of \$150,000

Among other complaints cited against the Par-Bway reorganization by Sumner is that it has been estimated that the Paramount theatre in Times Square will not lose more than \$150,000 in the first year of its operation on reorganization. Another point he makes is that Paramount-Publix under the Par-Bway reorg guarantees a lease for 20 years on over 117,000 square feet of space, the same amount as under the original lease when building was opened, despite that when decentralization of home office forces took place much vacant space was created and that when the present trustees and counsel move out on a reorganization there will be still more than is required.

Provisions of the lease which P-P has to guarantee under the Par-Bway reorganization, a reorganization in which P-P does not have to take part any more than the reorganization of one of its commercial creditors out in Nebraska, is that the solvent subsists of P-P must stand behind the guarantee. These subsidiaries are Paramount Productions, Par Distributing and Par International.

Provisions which P-P must live up to if taking part in the Par-Bway reorganization of the building with its bonds and indebtedness which now constitute a claim against P-P, is that 117,592 square feet of space is to be leased for 20 years at a rental of \$188,147 a year. On the Par theatre the rent is to be \$260,000 for the first 10 years, subject to reduction as new bonds are retired down to a minimum of \$200,000 a year. Alternately, Par-Bway may take 15% of the gross up to \$1,750,000 and 25% when the gross of the theatre exceeds \$3,250,000 a year. Should business pick up for the theatre to the point where it grossed \$3,250,000 without deduction of film rental, operating overhead, etc., the rent actually would amount to \$12,500.

Summer's Analysis

Summer outlines his version of the situation as follows: "Paramount-Publix is essentially a completely contained motion picture organization, producing, distributing and exhibiting film. It is not in the real estate business. Much of the money has been dissipated through real estate operations, much of which could only most remotely, if at all, have even the slightest connection with the exhibiting end, and this end is not only the least profitable branch of Paramount, but has involved it in tremendous and continuing losses which preclude a reorganization of it in reality.

The public at large owning bonds of Paramount made the investment primarily because Paramount is a motion picture enterprise and not a speculator in real estate which had nothing to do with films as an immediate necessity in carrying out the legitimate purposes of the business. A reorganization of Paramount-Publix, if to be honest in the interest of the security holders and creditors for whatever residual value may be left, must necessarily be based upon sound values and earning prospects, otherwise the securities they receive under a reorganization of it in reality be little more than scraps of paper of questionable value.

This means that you have to strip this corporation of everything which in the past as well as at present has involved or may involve a dissipation of its assets and waste its earnings as a motion picture enterprise.

"This has nothing whatsoever to do with whether the policy to be pursued in connection with exhibiting pictures or maintaining a theatre circuit, whether wholly or partly owned, shall be continued or discontinued, centralized or decentralized. The Paramount theatre building, as an office building with studios, has nothing whatever to do with Paramount-Publix's motion picture enterprises, and any thought that as an advertisement it would prove of any constructive value to the position of P-P in the film field has been negated by actual results of its operation.

Radio City and Upper Fifth Ave. The steady tendency is for the leading concerns and individuals identified or connected with pictures, radio and other forms of amusement to get away from Times Square as

fast as expiration of leases permit, and in many instances before. This also applies to many outside of the amusement field having offices in the past in this locality, with the trend pointing toward Radio City and Fifth Avenue north of 42d street.

"Every real estate expert will confirm this condition. I doubt whether there is a single first-run picture theatre in the Times Square section that is showing a profit.

"Surrounded as it is by grind theatres, cheap burlesque houses, flea circuses, frankfurter and hamburger stands, tawdry barrooms and cafeterias, the Paramount has long since ceased to be located in a section which encourages first-run patronage and increased realty values.

"Therefore, it is apparent that neither the office building nor the theatre can prove of probable advantage to an honest reorganization of Paramount-Publix as a motion picture enterprise. From the standpoint of a reorganization of Paramount-Publix, if to guarantee that the earnings of the company as a motion picture enterprise will reflect to the greatest advantage, it would be better for Par to take its product and sell it to other first-run theatres in New York, where the distribution branch may get a high guarantee as rental, plus percentages, based on what happens in Radio City."

Given equal standing with the Vanderlip committee to intervene on a reorganization of P-P and receiving every consideration and courtesy from the Par trustees and their counsel, Sumner is reluctant to go into any inside angles and attempt to fix blame for the Par Broadway reorganization plan.

In advance of filing his specification of complaint Friday (17) and hearings on the Par-Bway matter, the corporate attorney who specializes in reorganizations, refuses to offer any criticism except as he sees it constructively on the basis of the Par-Broadway plan itself and present prospects.

25c Admish

(Continued from page 7)

this city, since B. & K. has promised to raise prices in certain release designations. It means that the first week of general release will have a scale of 25c matinee and 30c night instead of 15c and 25c; the second week of release will be 25c top instead of 20c, and that the 'C' week of pre-release will be boosted to 30c matinee and 40c at night. Exchanges have been fighting for a year now for a boosting of admission prices, especially in the first week of release, and it appears that they will use this two-tits minimum on specials as a crowbar to accomplish the trick.

Upping Admish

The first week of release two-tits admission has been a thorn to B. & K. and its exchanges for some time. It has been discovered that on certain big pictures, such as "Rothschild," that the 'C' houses at 35c did business and that the 15c top houses also did business. But that the 25c houses in between starved. It meant that people either couldn't wait and paid relatively high prices, or they were willing to wait and see the picture at 15c. Exchanges feel that the establishing of a 25c minimum will do away with the lopsided public reaction.

Theorists in the B. & K. organization and on Film Row state that this is a 'new era' in pictures, and one in which the pictures will be designated as to the scale as high-grade merchandise on just run-off-mine by the price tagged on them. They state that the picture business will be like the clothing business—high prices for excellent product and lower prices for the inferior grade. Whether that's sound show business logic remains to be seen, especially whether or not the low-grade product will get customers at any price.

Story Buys

Hollywood, Aug. 13.—Ben Hecht's "Boredom" picture has been bought by Warner Bros. Tom Reed will adapt and Harry Joe Brown will supervise.

Supreme Pictures has bought from RKO the rights to "The Fighting Fool," as a star for Bob Steele.

French Gov't Gives 'Invisible Man' Special Break on 'Artistic Merit'

Paris, Aug. 4.
Walter Friedland is still in Carlsbad with Carl Laemmle and Universal's Paris staff doesn't yet know what is going to happen to this office. Dope is that decision may move headquarters to London, leaving only a local sales office here, but no decision has yet been made as far as locally known.

Meanwhile, Universal's French company, under A. Poros, is trying to see that the hesitation does not mean too much delay in getting going for next season in the local market.

Government gave it a good break with 'Invisible Man' by lifting the restriction on the number of theatres in which it can be played in original version in favor of this film. Picture had simultaneous first run in three Quoyrel cinemas, Articulatours, Bonaparte and Cine Opera. Had second run at Gallo Rochecourt, third at Victor Hugo, out in Passy, and is now running in new Vivienne, downtown. Under the rules, this would end it in Paris, for quota restrictions permit foreign language pix to play in maximum of five houses in Paris and ten in all the rest of France.

On the theory that 'Invisible Man' is an extraordinary artistic production, Minister of National Education, Minister of Trade and Minister of Interior huddled and agreed to let it be shown in ten theatres in Paris and immediate suburbs (department of the Seine) and thirty in the rest of France.

Release Plans
This film is Universal's big smash of the past season here, followed by 'Only Yesterday,' which stayed 21 weeks at the Studio des Acacias.

(Continued on page 47)

BRIT. INDIE MAKING 'PILGRIM'S PROGRESS'

London, Aug. 4.
An indie film company under the name of 'G. Films,' specializing in the making of religious films, will film Bunyan's 'Pilgrim's Progress.' Originally intended that Metro make the film for Joseph V. Rank, millionaire flour manufacturer, but Metro turned down idea. Hence film will be made in London.

Head of the film company is Aveling Glinville, who is responsible for 'In Our Time,' and 'Mastership of Christ,' two religious films. He will direct. Film due to start around November. Rank is financing the project, with picture expected to cost about \$250,000.

Same company is figuring to follow 'Progress' with a story on the life of Gipsy Smith.

Writer-Actress Sues Producer for \$28,000

Mexico City, Aug. 10.
Suit for \$28,000, heaviest action of the kind ever brought by a femme in Mexico, has been filed with the federal court of conciliation and arbitration by Adela Siquero Haro, writer, against Productions Monterrey, S. A., pic producers, and Roberto Saldaña, manager. Miss Haro demands the coin as compensation for alleged unjust dismissal which quered her signing contracts with two other pic makers here.

Says that company bought her script, 'La Mujer de Nadie' ('Nobody's Woman') at royalty payment of 7% of exhibitors' gross, hired her to play the lead at \$15 a day, and without cause fired her after four days' work without paying her a cent.

NEW MEX 2,900-SEATER

Mexico City, Aug. 10.
Cine Roma, 2,900-seater equipped for sound, has opened up as a nabe in a silk stocking district here. Opening brings total of local cinemas to 57. Three more pic houses are under construction.

FOREIGN PARITES IN N. Y.

Charles Ballance, Paramount manager in Calcutta, India, is in New York for a three-week tour of the home office.

Saul Jacobs, company's manager in Guatemala, is due in New York today (11) on a rush call because of his mother's illness.

WHAT'S IN A NAME?

Two French Pic Men with Same Monickers Sue Each Other

Paris, Aug. 4.
Fact that two Frenchmen are named Jacques Natanson and both are in film business has led to suit which will come up in Paris court when the judges get back from vacation in the fall.

Jacques No. 1, writer, is peeved because in same trade sheet in which films written or dialogued by him are advertised there appears also an ad for a picture directed by Jacques Natanson, which isn't him. So he's suing.

Jacques No. 2, who signs himself director and producer, replies that he has been in the film business for 15 years, whereas the other is only a writer who broke in after the talkers. Argues he has a better right to his name in the trade than the other, and it's his real name, anyway.

Doubles Replace Stage Shows as GFFA Cuts Coin

Paris, Aug. 4.
First open result of Gaumont liquidation proceedings is cancellation of stage shows at Gaumont Palace and substitution of a double feature bill, with two old pic in place of the former feature and vaudeville program.

This expense cutting in 6,000-seater white elephant is symptom of liquidator Mauger's intention to renege all along the line, in the hope of keeping the business going.

Despite desire to keep the chain active as usual, seems to be some doubt now whether Mauger will be able to do so indefinitely. Cash is reported to be lacking. If he can hold down expense so as to show a weekly plus balance, it'll be ok, but if not shutdown may prove necessary, which won't help anyone concerned.

Several other groups seem to be competing with the Dreyfus bank to buy the G.F.F.A. assets, among them the Thomson-Houston electrical equipment company. Bank, however, seems by far the strongest competitor financially.

Symptomatic of changing feeling about Gaumont is departure of Teddy Ehrenthal, booking agent, from the theatre building. Ehrenthal had exclusivity of Gaumont Palace, and booked a number of American acts there regularly. Now that the house is no longer using vaudeville, he has moved his offices elsewhere.

MG TAKES OVER UFA BUDAPEST CINEMA

Budapest, Aug. 1.
Metro, which has given up lease of Radios theatre on account of too high rent, has taken over the lease of the Ufa theatre. This means another outpost of German films going over into American hands.

Ufa still retains two houses for its own management in Budapest, but the Ufa theatre on Terezkorut, one of the busiest streets, was its representative signpost. Very popular a few years ago, the Ufa theatre lost patronage since Hillierman started.

Metro, keen on making a big splash in the coming season, also negotiated for lease of Corvin theatre from Ufa, but nothing came of this.

No new name for the Ufa theatre has been decided on yet, but it will be changed.

CADELL IN 'COPPERFIELD'

Hollywood, Aug. 13.
Jean Cadell, English actress, is here for Metro's David Copperfield. She plays 'Mrs. Micawber.'

B&D Studios Busy

London, Aug. 4.
British & Dominion studios at Elstree is a hive of activity at present, with the making of 'Brewster's Millions' and 'The Milky Way.'

Jack Buchanan heads the cast of the former, and Cedric Hardwicke and Marjorie Gladon, French star, are co-starring in the latter, which will be in French and English versions.

HEAT SHUTTERS PARIS CINEMAS

Paris, Aug. 4.
Flock of Paris film houses, including some of the best of the showcases for American pix, are now dark for the summer. High class trade is particularly hit by the dog days, anybody with \$1 or \$1.33 in his pocket for an orchestra seat preferring to go to the seashore.

Among those closed are the Quoyrel theatres, Agriculteurs, Bonaparte and Cine Opera; Pathe's Empire; the Max Linder on the Boulevards; the Miracles, run by the newspaper Intergaumont; the Studio des Acacias in the Etoile section; the Studio Diamant; the very arty left bank Ursulines, and among the lesser houses, the Casino de Clichy, Excelsior Pathe, Laetitia Pathe and Palais des Fetes.

At the same time a spread of the dual feature idea in Paris is observed. Gaumont Palace, which with the rest of the chain is going right on in spite of Gaumont's judicial liquidation, is the latest recruit.

If the dual idea goes much further, picture shortage is going to be tougher next season and exhibs will feel the quota more severely than ever.

Foreign Nix on 3 Par Pix—Marx, Dietrich And 'Isle Lost Souls'

Paramount suffered three bannings in far corners of the world last week.

'Duck Soup' was banned in Hungary, scissor lady there objecting to the film because it is a parody on dictators and thus may offend several friendly nations.

Latvia banned 'Isle of Lost Souls,' the 14th picture in the world to thumbs-down this one.

'Scarlet Empress' was banned in Australia on moral grounds.

UFA'S 6 FRENCH PICS WITH PARISIAN STARS

Paris, Aug. 4.
UFA, through its French branch, Alliance Cinematographique Europeenne, will put only six French versions on this market next season.

UFA thus is going on, though at reduced tempo, with its attempt to catch the French market. French names, all good draws, will be used in each of the pics, showing that Germans must be paying fair money to draw them to Berlin.

These pic, being made in French, come under no dubbing or foreign language restrictions, as do U. S. films.

Pathe-Natan Stockholders' Ouster Suit Vs. Natan Brothers

Paris, Aug. 13.
Giant legal battle to oust the Natan brothers from Pathe-Natan has started here. First gun in the battle was fired Friday (10) when a stockholders' petition, filed in the name of Robert Drier, was heard by President Fikelly of the Tribunal de Commerce.

Suit asked for the appointment by the court of a provisional administrator to investigate Bernard Natan's management.

Fikelly, after hearing Natan as-

Oil Company Investing Frozen Credits to Resuscitate Bank's Vacant Film Studio in Budapest

Budapest, Aug. 1.
Negotiations are on again for the transformation of the old Star studio plant into a modern picture studio with sound equipment.

Of the two existing sound studios, Hunnia is doing profitable business through being continually leased to inland or foreign producers, and the studio of Paedagogical Films, now taken over by Hungarian Film Bureau, is kept busy making newscasts and cartoons. Both are, directly or indirectly, state-owned and government-backed to encourage home film production and thereby employment.

National production has developed far enough to show that there is a profitable future ahead. Star Film plant, owned by a bank and unused for about 10 years, needs a considerable investment to be brought up to date. Negotiations in many quarters have come to naught several times, but this time it seems to be serious.

Shell Oil Company is proposing to invest about \$450,000 worth of frozen assets in Star Films and handle the proposition in partnership with the bank that owns the building and grounds. Management will probably be in the hands of the firm of Hirsch and Tusk, firm of distributors who also own a theatre and do some indie producing. They were owners of Star in the silent days. If the deal comes off it will mean a new impetus to film producing in Hungary.

NEW ANTI-U. S. PROGRAM IN PARIS

Paris, Aug. 4.
Tough new program against foreign films was launched by Syndicat General du Cinema, craftsmen's organization affiliated with Confédération General du Travail, the French AFL.

This outfit is pushing its propaganda independently of the dozen or so other trade organizations, such as the Chambre Syndicale and the Federation National du Cinema.

First of all, it wants application of eight-hour day to film employees, but also it is yelling for:

Limiting of dubbing licenses for foreign films to 50 a year, from all countries;

Raising still further the tariff barrier on foreign pix;

Requiring film theatres of the country to show at least 75% local-mades.

As protection of workers against fly-by-night producers, this union wants a law forcing all, especially independents, to put in escrow before starting to shoot enough money, plus 10%, to pay all salaries called for by the film.

Outfit's connection with the local AFL is its strongest point. Fact that it may get a hearing from the government in the current and coming dickers over the reform of the business makes it dangerous to importers.

Noy's New Co.

London, Aug. 4.
Wilfred Noy, uncle of Leslie Howard, and a British ace director in the silent days, has formed a film company to produce British films.

First effort will be musical titled 'Broken Treasury,' to be directed at the Wharton Hall Studios, at Isleworth, by Harry Hughes. Cast recruited thus far are Vesta Victoria, outline vaudeville star, Constance Shottler and Margaret Yards.

Picture will have Italian background and is part of a series to be produced under Noy's supervision and released through Butcher's Films.

Par's Spanish Talker Panicks N. Y.'s Sector

New records in foreign film exhibition are believed likely to be established at the Cammoamor, Spanish language house in New York. Formerly a grind second-run, house opened Friday (10) with 'Cuesta Abajo' (Par), Spanish language talker starring Carlos Cull, at 45c and \$1 on a two-day policy and has been a complete sellout since opening. First show brought in \$1,400 and theatre got approximately \$550 on the week-end.

Opening night police reserves had to be called out to keep the mob in check, but the crush managed to break several glass fronts and showcases.

Picture was made by Paramount in Astoria.

THE HAGUE ACTIVE ON PIC PRODUCTION

The Hague, Aug. 1.
Dutch national film production is making progress. Philips works at Elindhoven building a new studio for pic productions, while its old studio will be used for synchronizations. New studio will be equipped with Philips-Miller sound equipment. Studio will be built in Elindhoven, not at The Hague as was originally intended.

Several productions of Dutch make are nearing completion. 'Tale Betty' is nearly ready under supervision of Richard Oswald. 'Blessed Hope,' based on a popular local legend, will follow. Mrs. de Boer van Iyk, who celebrates her 81st birthday this week and is still on stage, will take the part of the heroine in this film. She played it umpteen times on stage.

Cinetone Co. at Amsterdam is preparing production of six musical shorts scenarios for five of which were written by Max Ehrlich.

Par's Spanish Talker Panicks N. Y.'s Sector

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Opening night police reserves had to be called out to keep the mob in check, but the crush managed to break several glass fronts and showcases.

Picture was made by Paramount in Astoria.

SIERRA DIRECTS

Hollywood, Aug. 13.
'My Second Wife' is first direct-orial assignment at Fox for Maynard Smith, Spanish playwright. Lost Lopez, also lifted from writer to director, will assist.

Lead goes to Cathina Barrena (Catalan name). Production starts Aug. 20.

House policy calls for the state show four times daily, with the feature pic, currently 'Old Fashioned Way' (1948), screened five times.

(Continued on page 16)

ONE MORE RIVER

Universal production and release, starring Diana Wynyard. Directed by John White. From the novel by Alfred Green, play by Alfred Green and Lillian Hayward. Screenplay by Alfred Green and Lillian Hayward. Music by William H. Wright. Running time, 70 mins.

A class picture that may get nice and attention, but it is too brilliant on the prestige side for the cinematic annals, and likely to register with the fans.

If somewhat tedious, it has much to offset that, particularly the exceptionally faithful English atmosphere, color, characteristic restraint of deportment, emotions, manners and speech, and the understated romance that should appeal to the general run of fans.

"One More River" is Galworthy's posthumously published novel, and a best seller. Some audience comment at the Hall mentioned that the screenplay was an improvement on the book. Justly there was some adroit scripting and direction entailed in preserving the essence of the novel without breaching the Jacobean trade standards.

The American temperament may look captiously at the archaic British divorce laws which motivate this triangle theme along with a somewhat overdone, but the factfulness of details and the color does much to offset the basic deficiencies or any analogies which might crop up in the auditor's mind.

The trial scene, however, is one of dignified and seemingly authoritative adherence to details. The barristers and the judge in their traditional powdered wig, the reserved witness box, the general restraint of the lady (Wynyard) under cruel cross-examination concerning a pseudo-infidelity, the manipulation of the case by the defense counsel (Alan Mowbray), the English jurist (Charles Laughton) forgetting the husband-murder (exceptionally handled by Colin Clive)—all these combine into an arresting if slow-progressing unfolding.

And there is the caustic Mrs. Pat Campbell as the aunt; Jane Wyatt (out of left), an obvious and for the screen, excellent director; Reginald Denny, C. Aubrey Smith and Henry Stephenson, all get in their innings. Also E. E. Clive as a comely, but somewhat methodically connects places and time lapses which are prosaically presented to the court as incriminating, albeit not forthright evidence.

Diana Wynyard in the star spotting does well by her role, as does Frank Lawton as the sympathetic vis-a-vis, although the director's comments where he appears a bit too boyish for the assignment. On that score alone, the audacious husband (Clive) is a somewhat overdone, possibly in the abstract, although Lawton does much to make his general assignment seem convincing.

Director James White and Script-ist H. C. Sheriff, who is a very competent technical job, and cameraman Mosconi rates a bond, too.

HOUSEWIFE

Warner Bros. production and release, starring Diana Wynyard. Directed by Alfred Green. Screenplay by Alfred Green and Lillian Hayward. Music by William H. Wright. Running time, 70 mins.

No outstanding cast members but on the "Loudspeaker" deserves more attention than the average indie. In most of the doubles will hold up its side well enough.

A pleasantly told and executed romantic comedy of the ether waves, "Loudspeaker" contains considerable music. But it cannot be termed musical. Band numbers, broadcasting and singing are incidental. The gags are smalltime but clean.

ADVENTURE GIRL

Van Nuys production and Radio release. From book of same name by Joan Lowell. Directed by Herbert Raymaker. Harry Squire, camera; Sam Jacobson, editor. Written by Perrin Frazier. At the Rialto, N. Y. week Aug. 8. Running time, 70 mins.

Joan Lowell wrote a book, "Cradle of the Deep," which purported to be her adventures sailing a boat. It was hailed on all sides as a beautiful bit of prevarication, so she went out and wrote a sequel, "Adventure Girl," which she showed up her capricious critics, taking a camera along with her. This is the result, and it makes her a more adequate for the femme Munchausen.

It's a long-winded account of things that couldn't be, presented as though they were. It's not for four customers anywhere, and it won't get many customers to fool.

In an early sequence of the film Miss Lowell and her boat are fighting out on the water, and she is being blown about by a terrible storm. So terrible that it knocks the mast off the boat, at the same time knocking a man overboard.

In a later sequence the natives of Quana are angry at her situation, and she is going to burn her alive. There are several hundred all around the pyre. But a pal, one of the natives, jumps in, cuts the rope, and the two of them run away to safety, outrunning all the natives in their own country.

The film is full of incidents like that. All are a little bit absurd, and a factual record. Even in the old days of the wild and woolly adventure serials the stuff would have been too much to dish out for curious customers.

THE LOUDSPEAKER (WITH SONGS)

Monogram production and release. Features Ray Walker, Jacqueline Wells and Charles Laughton. Directed by Stanley. Original story and dialog, Ralph Ingham. Screenplay, Charles Laughton. Photographs, Gilbert Warren. Music by Jack Oakie. At Columbia, N. Y. week Aug. 14. Running time, 70 mins.

No outstanding cast members but on the "Loudspeaker" deserves more attention than the average indie. In most of the doubles will hold up its side well enough.

A pleasantly told and executed romantic comedy of the ether waves, "Loudspeaker" contains considerable music. But it cannot be termed musical. Band numbers, broadcasting and singing are incidental. The gags are smalltime but clean.

Ray Walker is in the top spot. He's a radio station operator named Buray, Pa., who yearns to become a radio star. He's forever trying out his gags on the localities. Character he plays is that of Joe Miller, a radio station operator.

Story never becomes very dramatic, but it is a very pleasant one. Along innocently, managing to divert as it proceeds. Girl is Jacqueline Wells. When she's before the mike it looks suspiciously like a double.

Supporting gags on the broadcasts, but there's considerable band work and at one point a trio, unbilled, offers a number.

Charles Laughton, Spencer Charters, Lorin Raker, Wilbur Mack and Noel Francis prove satisfactory in supporting spots.

Miniature Reviews

"One More River" (U). Galworthy's posthumous novel beautifully transmuted to the screen with Diana Wynyard, Frank Lawton and Colin Clive. Very British and ultra, but should prove more enough.

"Adventure Girl" (Radio). Joan Lowell goes adventuring and tells about it. Taxes credulity too far. Doubtful draw.

"The Loudspeaker" (Mono). For duels but better than indie average. Radio story with music and songs.

"Smoking Guns" (U). Extremely poor western with Ken Maynard.

"The Lady is Willing" (Col.). English quota production with some players well known to America. This story is its major handicap.

SMOKING GUNS

Universal production and release. Stars Ken Maynard, who also wrote story. Directed by George B. Seitz. Running time, 60 mins.

A western star sits down at his own typewriter and writes his idea of what a western should be. It's an unhappy experiment in this case for "Smoking Guns" is an unusually bad western.

No rhyme or reason, and the director, Alan James, who has turned out some pretty good pictures for Maynard, was evidently helpless. Story doesn't leave out anything from sour comedy to hoke drama and ludicrous horror stuff.

Maynard, who has become an outlaw and whose hair and smooth face turn gray plus a beard within a few feet, puts some soup on his hair. It becomes black. Although he and the ranger, who he has to kill, don't even look alike he goes back to the deadman's headquarters and everyone believes he's the ranger. Set on finding the slayers of his father, Maynard lets the camera take in country dances, cemeteries, haunted houses, etc.

LILIES OF THE FIELD (BRITISH MADE)

British & Dominions production, released through United Artists. Directed by Norman Krasna. Stars Leslie Howard, Anthony Bushell, Claude Hulbert, John Stuart. Running time, 60 mins.

The story of John Hastings Turner's play, "Lilies of the Field," is probably familiar. Following the trend of the times for "clean" pictures, the screen adaptation by Dion Titherage is an excellent piece of work.

Miss Shott is adequately suited for the leading role and Judy Gurnea makes a splendid runner-up as her sister. Anthony Bushell is a clean-cut lover; Ellis Jeffreys stands out as the up-to-date, modern girl.

Photography, direction and production are wholly meritorious. The entire cast leaves little to be desired in the way of competence.

This is a French locale play by an English company with an American director, which makes it pretty nearly international. Most of the players are familiar to American audiences, with Leslie Howard in the lead, but probably even with Howard the cast names are not sufficiently strong to lift this very far

LADY IS WILLING (BRITISH MADE)

Columbia production and release, made in England. Stars Leslie Howard. Directed by Gilbert Miller. Screen play by Robert M. Meehan. Running time, 60 mins.

This is a French locale play by an English company with an American director, which makes it pretty nearly international. Most of the players are familiar to American audiences, with Leslie Howard in the lead, but probably even with Howard the cast names are not sufficiently strong to lift this very far

toward the top, though its handicap is not its nationalistic nor its accents, but rather its story which appears to have been written under forced draft. Should do better in the smaller houses where less is expected.

Tot tells of a French financier who has put a heavy crimp in the pockets of the credulous who in turn have crimped his countrymen, among the victims, seek Albert Latour, ex-captain in the army, now turned detective.

Latour suggests kidnapping the wife and holding her ransom. This is done, with Latour falling in love with the woman. Abduction is chiefly motivated by the fact that her signature is needed to some deeds to a property belonging to her but which her husband seeks to sell.

Latour, disguised as a country physician, visits Dupont and offers the banker more money for the property than the original bidder. Complications rise from the escape of the wife, who retains the desire to go to her husband, the advent of the real physician, summoned when Dupont seeks to close the deal. Story is handled cleverly here, but is unable to atone for earlier faults.

Development of the script is labored, with a sometimes tiring effort for Latour as the user of a steam bath cabinet massage, a la "Kid Boots" and similar interpolation. Bit players are encouraged to mug to point up moments, and some of the later for the lead are not the sort Howard handles best. Otherwise the picture has been well directed and well photographed by the American cameraman. Mostly interiors.

Matter of vocal quality suggests that this difficulty has been exaggerated. As a matter of fact Howard speaks more thickly than some of the all-English players, but there is no trouble with the dialog. In some times some of them speak almost too thickly, suggesting an effort to make themselves clear.

In spite of the fact the assignment does not suit him, Howard carries the lead nicely, but the neat make-up job in assuming the character of the physician, Binnie Barnes gets the worst of the photography now and then, but scores in a comparatively unimportant femme lead. Cedric Hardwicke is convincing as the banker, but the picture merely gets muddled here and there.

By and large the picture compares not unfavorably with considerable of the Hollywood output, and it does much to settle the dialog question.

BELLA DONNA (BRITISH MADE)

Twickenham Film Studio production, released through United Artists. Directed by Robert Milton. Stars Cedric Hardwicke, John Stuart. Running time, 60 mins.

Those who recall Nazimova's performance of Erosman in her characterization of Mrs. Chepstone in "Bella Donna" and see this film verbatim will find it very different.

Miss Ellis' performance breathes modernity, but this is desirable in so many of these pictures. Fact that she scores strongly is a compliment to her artistry.

Cedric Hardwicke walks through the role of Dr. Isaacson with majestic gravity, but it is Conrad Veidt who runs away with the picture as Baroudi, the Egyptian. Picture gives him his Machiavellian character and "Players" will revel in the "treat-me-rough" tactics.

This pictureization might easily have been spoiled by casting a leading actor in the role of Baroudi, who would scream and chew scenery. Director, producer and all those concerned in this film, despite the credit, are to be commended for managing to avoid any straining for sensationalism. They devoted themselves to turning out a lavish, but tasteful, production.

Picture should meet with success in all countries. Its appeal is universal.

Fox-Met

(Continued from page 6)

approval of the petition to select a trustee and that a reasonable time be set for the claimants to file claims under the original receivership shall be considered duly filed, the petition states, but all creditors, stockholders and others should be enjoined by the court from suits or other prosecution against the debtor (F.M.), including attachments, etc.

Petition states chief assets consist of cash, securities, real estate and eight theatre properties, not including the houses in western and northern New York which, it is cited, have either been lost or abandoned. Receivers have on hand an aggregate of \$1,859,300 in cash and other assets at the present time while the Central Hanover Bank &

HOUSE OF GREED (RUSSIAN MADE)

Krasnaya production and Amnara release in U.S. through United Artists. Adapted from "House of Greed" novel by Alexander Sherstobitnikov. Screenplay by Alexander Sherstobitnikov. Music by Alexander Sherstobitnikov. Running time, 70 mins.

This was a famous Russian novel telling of three generations of an old aristocratic Russian family. Translated to the screen, cut down, mutilated and misshapen, it resolves into a dull imitation of an ancient melodrama.

V. R. Gardin, a splendid Russian actor reminding somewhat of Emil Jennings, is the central character, a wealthy miserly landowner. His bonds relatives and peasants and robs them. Eventually he kills off all his relatives and gets the better of them. He is crushed, but, too. At the end his conscience drives him mad. A caption explains that this takes place before the revolution.

Gardin gives a fine performance except for moments when he overplays. There's a girl, N. Latonia, who also is a fine actress and her sides is pretty—an unusual item in Russian films. Photography is interesting, but sound as usual is, except for a few fine moments, is had, as film seems disjointed.

Picture's only chance over here is with the most ardent Russ film sympathizers.

MY SONG FOR YOU (BRITISH MADE)

Gaumont-British production and release. Directed by Maurice Elton. In cast: Jan Kiepura, Eileen McKerracher, Eileen McKerracher, Eileen McKerracher. Running time, 60 mins.

This picture was adapted from a C. S. Lewis novel, "The Great Divorce," and is fitted for Jan Kiepura, the star, and intelligently built up to show him to the best advantage as a romantic singing tenor comes to Vienna to sing "Aida." Full of life and vigor, he amuses himself during rehearsals by drawing cartoons of the Hollywood output, and it does much to settle the dialog question.

By and large the picture compares not unfavorably with considerable of the Hollywood output, and it does much to settle the dialog question.

Later, when her fiancé persuades her to plead with the tenor to use his influence to get May production, the orchestra of the opera house, the girl phones and consents to go to supper with the singer. She tells him it is her brother, but when he discovers the deception, he gives her a card that will get the young man a job. Seized with remorse, she tears herself up.

It is a well-told musical romance, well interspersed with comedy. The secretary, played by Sonnie Hale, is admirable, and gives him an opportunity to show her inheritance, his illustrious father's gift of mimicry.

Then there is Gina Molo in a relatively small part of a French actress, who, in the first scene, sympathetically played by Aileen Marson. Entire casting is most careful work and may be judged as a credit to the production.

Particular care was applied to the handling of the crowd, and the entire production gives one a sense of having been painstakingly thought out to the smallest detail. A number of big, but not ostentatious, scenes reflect credit on the production.

Trust Co. depositary for bonds, has \$246,271 in cash.

A balance sheet of Fox Met as of Dec. 31, 1933 is annexed to the petition and shows assets of \$18,385,300 and liabilities of \$23,375,000.

Entire bond issue, of which \$12,454,500 in 6½% convertible gold notes and \$2,500 in 6½% sinking fund gold debentures are outstanding, are due and unpaid, including interest, from May 1, 1931.

Petition sets forth that the debtor corporation reserves the right to set aside any and all assets and liabilities if later examination of the facts does not square with present figures.

The Adler petition had claimed inaccuracies in both the balance sheet and the operating statements of Fox Met, latter's answer in that case denying knowledge of anything in the operating statements, but reserving right to correct any errors in balance sheet. Adlers had charged that from June 4, 1932 to May 31, 1933 there was an operating deficit of \$1,359,874 and that for period from June 1, 1933 to Dec. 31, 1933, the deficit was \$733,347.

Dual-Billing Now Legal

(Continued from page 5)

set it was evident the C.A. would have no alternative but to shoot the protection chart back for re-educating.

For the first time Hays lieutenants put in a personal appearance. Factions opposing the NRA having anything to do with doubling were clustered around R. H. Cochrane. They included Jack Cobb, Eddie Golden, Nate Yanning, L. E. Chadwick and virtually a score of other independent producers and distributors.

Those coming to the meeting expecting to witness the long expected clash over doubles were partly disappointed. One who it looked as though Ed Kuykendall and Louis Nizer, representing the greater independent body and also speaking for Universal and Columbia, had started it, Kent quickly shut it off by requesting Kuykendall to save it for a resumption of the executive session fireworks which immediately followed.

The hearing, which delegates from all over the country and representatives of entire timelord figured would take up several days, was disposed of in less than two hours.

The Milwaukee schedule, unofficially reported to have been rushed through in less than two weeks, possessed too many obvious discrepancies to allow for the flight to simmer down to the doubles issue.

When the meeting opened, J. Robert Rubin asked if the Milwaukee doubles situation was to cover the U. S.

The Milwaukee Test

Secretary John C. Flinn immediately stated Milwaukee. But Nizer, in the course of his summation asked that the C.A. waive technical objections and settle the controversy once and for all on its merits.

Nizer's contentions also dealt nationally on the doubles matter. He reminded of Washington, the fact that the word doubles is not mentioned in the code, and stressed that the issue is not one of the wisdom or advisability of doubles, but whether it is possible to contravert the code and attack them via the back door. Doubles, he said, are making for his clients including the two Hays members, constitute a matter between buyer and seller.

Later L. E. Chadwick, indie producer, quoted Division Administrator Rosenblatt as stating in a letter of assurance to the indies that extra bills doubling could not be penalized by zoning boards.

Nizer's reply was a quick retort to a hypothetical question injected by Kent. The chair had asked whether Nizer thought it right that an exhib showing four features for a quarter should have the same rights as those of a competitor asking the same for a single feature.

Previously Nizer had asked the C.A. not to shuttle the Milwaukee case back and forth causing the cloud over the new sales season to thicken, but to render a final ruling. He was making some suggestions as to how this should be reached when Kent told him abruptly he was in no position to advise the C.A. Eddie Golden, however, immediately flared up with the crack that Nizer was within his rights.

Sanction of the Milwaukee stance on doubles, Nizer declared, would markedly reduce production in Hollywood.

Major companies concentrated their attack on the Milwaukee document's aim to base protection on admission charges.

Levinson of Warners, argued this point at length. He said that it would scrap the contract between distributor and exhibitor and would enable any exhibitor by increasing his admission to lessen his protection. In the event that the low paying exhib raised his admission 10 or he would, in some territories, be able, at the lower rental, to show pictures before the exhib with greater distrib revenue. In other words, he maintained, distrib, if the admissions gauge were to prevail, would be forced by the NRA to deliver first run pictures to the exhib charging the highest admission, regardless of rental.

Austin Krough, sitting for George J. Schaefer (Par) on the C.A., characterized this method of arriving at protection as 'ridiculous and illogical.'

Levinson, reading from the code, also said he did not believe price paid for film should be a deciding factor in clearance either. He said that if that were so the distributor

would be governed by the highest bidder, a right to buy precept which was knocked out of the indie code proceedings. He stood on the premise that there should be no rules for arrival at protection. The last came from Levinson after the MPTOA codist had argued the industry depends upon rentals and that admissions have an important bearing.

After this interlude the doubles situation was again brought up, this time by Charlie O'Reilly.

'I believe that the dual problem cannot be decided in the abstract for the industry,' Levinson replied. Simultaneously he added that Milwaukee exhibits as of July, 1934, are 100% in agreement not to double-bill. He prophesied that if the Milwaukee schedule was approved by the C.A. that pact, however, would be torn up.

John C. Freuler, indie producer, however, contradicted the unanimity asserted by Levinson. He stated that owner of a Milwaukee house which is doubling because it would have closed if it continued singling, he stated.

Fan Clubs

(Continued from page 3)

The racket had other angles and the mob worked with packing house precision. Nothing wasted, nothing overlooked.

While the kyp is off as far as the picture end is concerned, it is not exactly the little pie-failed darling in the company of radio boomers. Air upstairs who want to impress their sponsors use fan clubs as a sucker list and dump the mail on the boss's mahogany. That makes it look bona fide and when out-of-time rolls around the mail sack gets heavier.

Studios Stand By Aid

The way it operates nowadays stacks up innocently enough, but there's always that danger of smart promoters edging in when the membership gets big enough to play with. If the boys and girls can keep their frats clean, there's no limit to which studios will go to keep them flourishing. As a sales aid they carry a heavy sock.

Say, for instance, Metro is unable to sell its block in Kokomo. There being a Jean Harlow club there, naturally the members are laying for the next Harlow release. In fact, Miss Harlow sees to it that release date of her next film is published in all club mags. When pic falls to show, members wax wroth and call on the theatre managers. Ten or 15 such calls and it's a safe bet that Metro will unload on the next call of the salesman.

The loyalty of these kids seems incredible. When the church crusade against certain players was launched, it didn't pass unchallenged as far as these youngsters were concerned. They said themselves down and started writing letters to their clerics. Their idols can do wrong and as for making unclean pictures, they just couldn't see it that way. Such a concerted defense must have scored somewhere along the line.

Harlow and Crawford owe much of their success to these organizations. Between them they have about 50 clubs scattered through the country. Harlow members are said to number over 15,000. Others who subscribe to the idea and take personal interest in their operations include Mary Pickford, Ginger Rogers, Bing Crosby, Dick Powell, Janet Gaynor, Madge Evans, Maureen O'Sullivan, Carole Lombard, Charles Farrell, Dolores Del Rio, Clark Gable, Jimmy Cagney and Norma Shearer.

Radio Boosts the Clubs

Recognizing the efficacy of these group boosters, radio has taken a tumble and these air leaders boast of more clubs: Russ Columbo, Jessie Hargreaves, Ruth Etting, Lanny Ross, Jan Garber and Dave Rubinoff.

Fan clubs are still small fry as regards the shekel end. Memberships vary from 25c to 75c a year and this income is used to get out a mag three or four times a year, pay for postage and the installments on a microphone machine and other office incidentals. The publications are home-made affairs and are given over to film gossip, particularly as regards the player for whom the club is named.

Claim is made that these clubs

Did You That That—

Ruth Morris blithely commutes to Maranac Lake and Camp Intermission every week-end...Bessie Lastfogel went this week-end...Lillian Kolter drove her new car all by herself, to Boston for the opening of 'Life Begins at 8:40'...Dorothy Davis is on the high seas, London bound...The gals who don't wear stockings with their open-toed sandals around Times Square should...The blue-satin sporty dresses worn in the city by the fat ones wouldn't even be good on the thin ones...Vaud's femme stooges are developing personalities of their own this summer besides wearing white clinging gowns...Gary Cooper watched his coffee bus hats at John-Frederick's and was enchanted by the whole frivolous procedure...Mrs. Cooper is so good-looking that the hats never got a chance to show how they could help...Newest trick to ensnare the boys is done with circular veils fluttering down from the back of the hats to frame softly the neck...Ellin Berlin in a rose red print and rippling black velvet tunic, and Leonore Gershwine in black crepe and huge black cartwheel, lunching at Volstein.

are organized without prompting by the stars or their press agents. When a new group is formed, an announcement is made in fan mags for which there is no space rate charge. Mags figure that each new member is a potential reader.

If combined memberships of these clubs ever pass 1,000,000 mark, the smart boys will start honing their chisels. They figure it's not quite ripe for plucking yet.

House Reviews

Million Dollar, L. A.

(Continued on page 14)

from the 10 a.m. opening. Box office is 15c up to 5 p.m., then two hits for the lower floor. Show sets the management back around \$1500, plus the orchestra which probably makes the \$750. With its empty house can get very nicely if getting any kind of a b.o. break. Biz at opening mat just fair.

Edna.

NEWSREELS

(EMBASSY)

About the only dramatic punch unworked during last Saturday's (11) stitch-together of newswipe were the scenes of desolation in the drought area. The shots were Metro-toned, and, without squeezing too hard on what was available, the cameraman and the editor did a powerful piece of story telling. A priceless bit of photoing and recording was the strip showing a steer pawing away at what had once been his favorite watering hole. Chagrined and unable to slack his thirst, he raises his head in a mournful howl. Another shot that trenchantly brings home the tragedy of this arid holocaust is that of the skeletonized farm wreckage.

Aside from the drought fragments, there isn't much to raise the pulse of the newswire film. Paramount contributes more calamity tidbits via scenes from Poland's recent flood; Pathe follows President Roosevelt across the country and dishes out transcripts from two of his momentous lectures. Another through with the Duffuss funeral, and Pathe scores again with a pictorial dispatch from the New Orleans front where Johnny Ford and Mayor Walmsley are battling for the political control of the town.

Paramount and Pathe pretty much share the human interest twist between them, but with none of them especially piquant. Smooth example of side ediment by two women is effected by Pathe in camera—two women in evening dress wearing of shorts by femme felleers, while Universal reports a plane war maneuver over London in a fast-paced sequence. For strictly local consumption there's a strip (Pathe) showing Mayor La Guardia and his colleagues in action at City Hall. Its chances of making a controversy out of a slim, chiefly due to haphazard staging and general personality aspects.

Magazine bits in keeping with the season fill out the 40-minute run of newswipe. Balance of the hour is devoted to a couple of travelogues, 'Land of Bengal' (Fox) and 'The Last Race' (Educational).

Edna.

Among the Women

By The Skirt

Best dressed woman of the week:

DIANA WYNYARD

'One More River' (film)

Music Hall's Nice Week

'One More River', the picture at the Music Hall this week, is another good one for James Whale. Accurate in detail the British atmosphere is always fascinating. Diana Wynyard was a happy choice for Lady Clare Corven.

The clothes chosen by this star are of sensible design. She arrives from a sea voyage in a tweed cape with beaver revers, a peplum frock is underneath and worn with a medium sized hat. A dark skirt was worn with a short jacket of a tweedy mixtures and the hat was of soft felt. Most of the dinner frocks were cascaded down the back. A white frock had no back and was looped at the armholes while the corsage was of large blooms. A V front and back gowns was of black velvet. In court Miss Wynyard wore a cloth dress with a sable stole and small hat. Two negligees were shown, one a lay affair and one plain white cloth. A three-quarter mink coat was used for an outing and in a much be-spattered smock and pants she looked adorable.

Mrs. Pat Campbell was well gowned in broadens and velvet and she, too, showed many sables. Kathleen Howard was nicely garbed. One dinner gown was trimmed with fox.

Also another good stage presentation. Called 'After Midnight', the scene is a garden. Center stage reveals two tall trees artistically fashioned from what looked to be green and blue velvet. Ballet was in shepherd dresses, some pink, some silver. The silver contingent wore large hats and carried crooked canes while the pinks had small hats saucily perched. Nina Whitney makes her appearance upon a crescent moon dressed in white meline. Another incident was called 'Uptown Lowdown' and revealed Alice Dawn seated on a pool table in a black corl skirt with red bodice. Then the Rockettes in white trunks of satin with silver revers and black and silver top hats. Black slippers were worn under white spats. A scene showing many claudichers had the girls stunningly undressed in black sequin one-piece suits with the sides and legs bare. Green elbow length gloves were worn and black hats.

Assurance Wins

While Royce and Maye are making their costume changes at the State, they send forth a slim little platinum blond beguiling in a long gray crepe evening dress, rhinestone earrings, silver sandals and a guitar. The young lady steps to the mike on the platform built over the orchestra pit and sings willy-nilly a slow ballad, which ends, so the audience believes, on the high note. They're wrong—it continues with a special arrangement of more ballad melodies—and the audience is abashed at having applauded in the wrong place. Not so the young lady. She holds her ground serenely, and when she comes back for her second number—this time in fitted black circ satin with a halter neckline and chiffon ruffles at the hem—she has become quite the little favorite. She believes that she can sing, she does, and added to that a petite young figure and assurance—the toute ensemble convinces the audience.

Royce and Maye themselves present three numbers nicely staged, with the woman starting out as a Moonlight Madonna in fitted white robes and silver cloth eoff, progressing to a dusky Harlem belle in orange satin with black ostrich armholes, and winding up as a gal with Apache tendencies in black satin with long sleeves to make the low neckline that much wickedder.

Audrey Parker, in Herman Timberg's act, is a little girl from the South, therefore white, and ruffles, and a little blue bow at the waist.

Ann Dvorak's Lamb

Playing 'Housewife's' title role, Ann Dvorak stands over a mixing bowl in her kitchen while the faucet in the sink drips, and remarks feelingly, 'Sunday wouldn't be Sunday without a log of lamb.' Whereas Betty Davis, the housewife's eternal menace, exclaims severely, 'Wait! I ordered this sauce made with champagne', when the waitess, in her glittering hotel, seasons her hors d'oeuvres with a wine less elegant.

However, before the picture's over Miss Dvorak's got a butler and a house with an impressive circular staircase, drinks tea in a teagown every afternoon and serves first rate—so the cast insists—crepes suzette for supper; while Miss Davis, utterly vanquished, is reduced to asking the second male lead to take her to dinner, adding meaningfully that she's doing to drink here. And in spite of her tight fitting clothes and her exotic coiffures, her poised, predatory manner and her unprincipled slouch, too, That's what 'Housewife' really thinks of housewives, even though they themselves, when asked their occupation by the clerk who registers voters, modestly reply with a very little smile, 'Oh—just a housewife'.

Miss Dvorak is of course earnest and direct and looks you straight in the eye because her conscience is clear, whereas when Miss Davis does that, you know it's because she's terribly brazen. Miss Dvorak's dresses are pulled loosely high around her neck—her very smart white satin dinner gown is gathered up to her throat by a drawstring—and when she wants to look her very best, she does her hair in a long loose bob with bangs. Miss Davis' clothes cover her neck, but they are definitely not loose elsewhere. When she wants to look her most devastating, she wraps a braid coronet about her sleek head and caresses over her cheeks little blonde hair tendrils. She is destined to lose anyway, but gallantly.

Better Stage Than Screen

'Locks like vaudeville is coming back,' said Billy House at the Palace. Vaudeville would come back if more shows like this one were shown more often.

Violet, of Roy and Norman, started proceedings in a filmy dress of green checks with no linings. She changed to white pants and blue jacket with white buttons. A girl with Mr. House wore a black skirt and white blouse. A woman called Miss Esther was in a long white gown sporting a short red sash at the back.

Sissy Bowman, a young woman who didn't bloom until she went to England and was recognized for her unusual talents. As an impersonator Miss Bowman is outstanding. She makes her appearance in a black sequin frock worn with a cape edged in black and white feathers. Disrobing in full view of the audience she is seen in black chiffon steps. Imitating Dietrich, Garbo, Lillie and Swanson, Miss Bowman winds act with a sterling impression of Mae West.

Columbia Pictures had to go to England to make 'The Woman in White' and it's very poor. Gilbert Miller's first screen effort and even Leslie Howard can't save it. Fannie Farnes is seen in gowns all night with sashes tied at the side. There was a necklace of satin and wired lace. A cloth dress with long sleeves had a leopard belt. Many pearls adorned this costume. A white evening gown had many diamond ornaments. A lace coat covered a hostess gown of white.

NOW
YOU KNOW FOR YOURSELF
how big it is!



HAROLD LLOYD

in

The Cat's Paw

From the Saturday Evening Post story
by CLARENCE BUDINGTON KELLAND

A FOX release

Radio City Music Hall opening Aug. 16



IT'S THE SAME STORY *Everywhere*

MOTION PICTURE DAILY

Wednesday, August 8, 1934

"Andy" Is \$7,000 Indianapolis Wow

INDIANAPOLIS, Aug. 7.—"Handy Andy" just about ran away with all the business there was in town last week. It piled up \$7,000 at the Apollo where the average is \$2,500. "The Old Fashioned Way" reached a par \$4,000 at the Circle. "I Give My Love" with John Dillinger, Sr., and his family on the stage of the Lyric failed to stir up any box-office excitement. The take was \$3,500. Total first run business was \$18,000. Average without the Lyric is \$11,000. Estimated takings for the week ending Aug. 4:

"HANDY ANDY" (Fox) \$7,000. (Average, \$2,500). 20c-40c, 7 days. Gross: \$2,000. (Average, \$2,500).
 "THE OLD FASHIONED WAY" (Param.) \$4,000. (Average, \$4,000). 25c-40c, 7 days. Gross: \$4,000. (Average, \$4,000).
 "I GIVE MY LOVE" (Univ.) \$3,500. (Average, \$3,500). 25c-40c, 5 days. John Dillinger, Sr., and family on stage. Gross: \$1,500. (Average, \$1,500).
 "PARIS INTERLUDE" (M-G-M) \$2,500. (Average, \$2,500). 25c-40c, 7 days. Gross: \$2,500. (Average, \$2,500).

"Andy" Pulls Big \$7,300, Oklahoma

OKLAHOMA CITY, Aug. 7.—Will Rogers' native state goes for his pictures in a big way. "Handy Andy" overcame the effects of the heat and nearly doubled the normal take of the Midwest with \$7,300. "Side Streets" also was strong, polling \$2,000 in four days at the Liberty. Total first run business was \$16,800. Average is \$13,500. Estimated takings for the week ending Aug. 4:

"MAN WITH TWO FACES" (F. N.) \$1,700. (Average, \$5,000). 10c-20c-30c-40c-50c, 7 days. Gross: \$4,000. (Average, \$5,000).
 "CRITERION" (F. N.) \$1,000. (Average, \$5,000). 10c-20c-30c-40c-50c, 7 days. Gross: \$4,000. (Average, \$5,000).
 "HANDY ANDY" (Fox) \$7,300. (Average, \$2,500). 20c-40c, 7 days. Gross: \$2,000. (Average, \$2,500).
 "MIDWEST" (Univ.) \$1,500. (Average, \$2,500). 25c-40c, 5 days. Gross: \$1,500. (Average, \$2,500).
 "STINGAREE" (Radio) \$1,200. (Average, \$2,500). 10c-20c-30c-40c-50c, 7 days. Gross: \$2,500. (Average, \$2,500).
 "CAPITOL" (Univ.) \$1,200. (Average, \$2,500). 25c-40c, 5 days. Gross: \$1,200. (Average, \$2,500).
 "SIDE STREETS" (F. N.) \$2,000. (Average, \$2,000). 10c-15c-20c-30c-40c, 4 days. Gross: \$2,000. (Average, \$2,000).
 "LIBERTY" (Univ.) \$2,000. (Average, \$2,000). 10c-15c-20c-30c-40c, 3 days. Gross: \$2,000. (Average, \$2,000).
 "LOVE CAPTIVE" (Univ.) \$2,000. (Average, \$2,000). 10c-15c-20c-30c-40c, 3 days. Gross: \$2,000. (Average, \$2,000).
 "LIBERTY" (Univ.) \$1,000. (Average, \$2,000). 10c-15c-20c-30c-40c, 3 days. Gross: \$1,000. (Average, \$2,000).

"Baby" Pulls Washington's Top, \$20,400

WASHINGTON, Aug. 7.—With one extra morning performance, "Baby, Take a Bow," brought \$20,400 to Loew's Fox, a meager \$100 under the average of \$20,500. Stage show might have helped, but Shirley Temple's popularity is generally credited. "Bulldog Drummond Strikes Back" drew \$6,000 in its second week at Loew's Palace, while "Murder in Trinidad" at Loew's Columbia totaled \$2,700. The Earle took \$15,600 with "Midnight Alibi" and a stage show, \$2,000 under average, and the Metropolitan under average, and the Metropolitan exceeded par for a gross of \$4,200 for "Return of the Terror." "Whom the Gods Destroy" was weak at \$3,300. The revival of "Cimarron," which opened last Wednesday, took \$4,400 on the first two days. Total first run business was \$57,200. Average is \$71,200. Estimated takings:

Week Ending Aug. 2:
 "MIDNIGHT ALIBI" (F. N.) \$15,600. (Average, \$15,600). 25c-77c, 7 days. Stage: Earl Lee & Barbara McDonald. Four Hal Leroy & Barbara McDonald. Four Cards, Hall & Dennison, Don Cummings, Stewart Sisters. Gross: \$15,600. (Average, \$15,600).
 "MURDER IN TRINIDAD" (Fox) \$2,700. (Average, \$2,700). 25c-40c, 7 days. Gross: \$2,700. (Average, \$2,700).
 "LOEW'S COLUMBIA" (Univ.) \$3,100. (Average, \$3,100). 25c-40c, 7 days. Gross: \$3,100. (Average, \$3,100).
 "BABY, TAKE A BOW" (Fox) \$20,400. (Average, \$20,400). 25c-66c, 7 days. Gross: \$20,400. (Average, \$20,400).
 "LOEW'S FOX" (Univ.) \$100. (Average, \$100). 25c-66c, 7 days. Gross: \$100. (Average, \$100).
 "LOEW'S PALACE" (Univ.) \$6,000. (Average, \$6,000). 35c-77c, 7 days. Gross: \$6,000. (Average, \$6,000).
 "BULLDOG DRUMMOND STRIKES BACK" (F. N.) \$14,800. (Average, \$14,800). 25c-40c, 7 days. Gross: \$14,800. (Average, \$14,800).
 "RETURN OF THE TERROR" (F. N.) \$4,200. (Average, \$4,200). 25c-40c, 7 days. Gross: \$4,200. (Average, \$4,200).
 "WHOM THE GODS DESTROY" (Col.) \$3,300. (Average, \$3,300). 25c-55c, 7 days. Gross: \$3,300. (Average, \$3,300).
 "CIMARRON" (Univ.) \$4,400. (Average, \$4,400). 25c-55c, 7 days. Gross: \$4,400. (Average, \$4,400).

"Baby" Hits \$20,000 for Frisco's Top

SAN FRANCISCO, Aug. 7.—Business is still feeling the effects of the recent waterfront strike, but "Baby Take a Bow" pulled the Warfield out of the doldrums. The \$20,000 take was over the line by \$1,000. "Of Human Bondage" held up to \$12,000 in its second week at the Golden Gate, but elsewhere business was pretty bad. Total first run business was \$54,500. Average is \$59,000. Estimated takings:

Week Ending Aug. 1:
 "OF HUMAN BONDAGE" (Radio) \$12,000. (Average, \$12,000). 25c-40c, 2nd week. Stage band. Gross: \$12,000. (Average, \$12,000).
 "GOLDEN GATE" (Param.) \$12,000. (Average, \$12,000). 25c-40c, 7 days. Gross: \$12,000. (Average, \$12,000).
 "HERE COMES THE GROOM" (Fox) \$10,000. (Average, \$10,000). 15c-65c, 7 days. Gross: \$10,000. (Average, \$10,000).
 "PARAMOUNT" (Univ.) \$10,000. (Average, \$10,000). 15c-65c, 7 days. Gross: \$10,000. (Average, \$10,000).
 "I GIVE MY LOVE" (Univ.) \$5,500. (Average, \$5,500). 10c-25c, 7 days. Gross: \$5,500. (Average, \$5,500).
 "FOX" (Univ.) \$5,500. (Average, \$5,500). 10c-25c, 7 days. Gross: \$5,500. (Average, \$5,500).
 "ST. FRANCIS" (Univ.) \$5,500. (Average, \$5,500). 10c-25c, 7 days. Gross: \$5,500. (Average, \$5,500).
 "BABY, TAKE A BOW" (Fox) \$20,000. (Average, \$20,000). 25c-65c, 7 days. Gross: \$20,000. (Average, \$20,000).
 "WARFIELD" (Univ.) \$19,000. (Average, \$19,000). 25c-65c, 7 days. Gross: \$19,000. (Average, \$19,000).

"Canary" with Show Detroit Top, \$19,800

DETROIT, Aug. 7.—"Grand Canary" with a stage show sent the Fox up to \$19,800, which beats normal by \$4,800. "Here Comes the Navy" at the Michigan and "Bulldog Drummond Strikes Back" were both disappointing. Total first run business was \$46,700. Average is \$55,000. Estimated takings for the week ending Aug. 2:

"I GIVE MY LOVE" (Univ.) \$14,100. (Average, \$14,100). 15c-50c, 7 days. Gross: \$14,100. (Average, \$14,100).
 "THUNDER OVER MEXICO" (Fox) \$14,100. (Average, \$14,100). 15c-50c, 7 days. Gross: \$14,100. (Average, \$14,100).
 "GRAND CANARY" (Fox) \$14,100. (Average, \$14,100). 15c-50c, 7 days. Gross: \$14,100. (Average, \$14,100).
 "HERE COMES THE NAVY" (Warn.) \$15,000. (Average, \$15,000). 15c-50c, 7 days. Gross: \$15,000. (Average, \$15,000).
 "MICHIGAN" (Univ.) \$15,000. (Average, \$15,000). 15c-50c, 7 days. Gross: \$15,000. (Average, \$15,000).
 "BULLDOG DRUMMOND STRIKES BACK" (U. A.) \$19,800. (Average, \$19,800). 25c-65c, 7 days. Gross: \$19,800. (Average, \$19,800).
 "UNITED ARTISTS" (Univ.) \$19,800. (Average, \$19,800). 25c-65c, 7 days. Gross: \$19,800. (Average, \$19,800).

Hold "Navy" on Coast

LOS ANGELES, Aug. 7.—"Here Comes the Navy" held over Warner Bros.

THEY'RE
all
FROM
FOX

EXPLOITATION

By Epes W. Sargent

Keeps 'Em Awake

St. Paul.
Lou Golden and Harvey Hendredy, the local Orpheum manager-able team which recently supplanted the Hunt-Stonagh combination, are carrying on the publicity-getting tradition established by the latter pair.
When the American Dental Association national convention, 6,000 strong, met here last week, Lou got 400 copies of the morning paper, Pioneer Press, and had one put at the door of each guest at Hotel St. Paul. On the way was a sticker. "After you've had your dinner at the Grand Cafe (the hotel's own eat spot) tonight, come over and see the Orpheum, You'll like Accuro." Current pic was Dix's "The Great Gambler," and although Dix, a St. Paulite, is usually only lukewarm here, box office showed tremendous pull, indicating the efficiency of Golden's stunt.

For the Orpheum's coming Leslie Howard pic, "The Lady Is Willing," Hendredy has lined up free airplane passage for winners of a contest. The boys are running a still from past Howard pic in the local press, one a day for a week, asking theatre-goers to identify the films the stills are from. The contest is neatness and originality are determining factors. First prize is an all-expense air trip to the Chi fair, via Hartford air lines. Second is the air passage and some expenses. And finally, when Kathryn Gorman, Dispatch film critic, gave a spurge to the reminiscences of E. C. Burroughs, St. Paul Orpheum manager of the "The Lady Is Willing," Golden was quick to write in his objections to some of Burroughs' digs at the present-day managers. Kay printed Lou's letter in toto, adding enough comment of her own to round out the yarn to a full news column. Result, says Kay, has been a neat reader controversy, with letters piling in daily by the score.

Just Foolin'

One of the old novelties which have been forgotten is the peephole card. There is a small hole in the center of the card, which is about the size of an envelope. In large type is "Look through this hole for three minutes, nothing will happen over the other eye." In smaller type on the bottom is "Then read the other side." The other side is the advertisement for the picture. Nothing happens when you look through, but the idea gets a laugh.
Rather better is an adaptation of the original. In this the back of the card is printed with the instructions are to look through the hole when the card is held before a mirror. Then, of course, the reverse type is easily read.
Simplest way to get this reversed type is to mount a piece of fine-line type-high on a smooth block. The lettering is outlined and all else cut away, the line itself then being put on the press. Easier than making a reverse drawing for regular reproduction, and just as good for a limited run.
Sister to this idea is a catch. Instead of a hole the card is printed with a round dot. The instructions read: "To see your future husband or wife, look on the dot in the center of this card steadily while you count 100. Then look quickly at a white wall or the ceiling when the vision of your future mate should appear. If you see nothing, it is a sign you are doomed to single blessedness."
Foolish stuff, but the cards are passed around and get circulation.

Coppered Ban

Waterloo, Ia.
Jake Rosenthal, manager of the Iowa, coppered a bet for a full house and connected up the present picture run in the showing of "The Life of Vergie Winters" through a manager's note tacked on the ad. "I believe 'The Life of Vergie Winters' should not be confused with the general order of films marked 'Disappeared.' After studying critics' reviews and comments of prominent club women and church leaders, I do not hesitate to recommend it as a powerful, sincere story. I urge all Waterloo and vicinity to see it and then pass judgment on it."

Another Tribute

Many theatres took some notice of the passing of Marie Dressler, one of the best examples coming from Atlantic City where she had bordered a seven-inch space was headed with "We join with the millions who mourn the passing of America's beloved character, Marie Dressler. In the smallest of the type sizes employed it was signed 'Employees of the Apollo, Strand, Ventura, Capital and Embassy theatres.'"
No other attempt to link it to the theatres and no advertising space, just a sincere and merited tribute to a woman who was much more than merely a picture star.

Colloquial

Macy's department store advertisement is readable merely for entertainment, which does not hurt its sales value any. In a recent display the store's bargain fashions, smartly described as "for women with expensive tastes and flattened pocket-books" the copy writer adds that "The Daily News would five-star it and Variety would call it a wow."

Gobs Grabbed Glyn

Many a swain did what is technically known as a "burn" last week when a snappy looking sailor stepped up and took his girl by the elbow in Warner's Trenton foyer. But it was ju. a gag to advertise "Here Comes the Navy."
Gob gobs were doled out by Manager Olin Accuro to the cashier staff including the girl cashiers, and were worn both the week before the picture played, and the week of the engagement. In addition, Accuro had the government to put "war" frames in front of the new half million dollar Federal building. A big lobby display, and increased newspaper lineage completed the layout.

Teaser Series

Practically no one is using the teaser series any more, yet they used to work in the old days, and there seems to be no reason why they should not still be read.
Teaser series are usually worked on posters in sets of three or more, spaced two days apart. They can be printed or hectographed, and with the latter process cost little more than the value of the cards. Each should bear the stamp of the theatre and should build to the final smash. The first post should have a general statement and the rest gradually knit this to the final card. A sample set for "No More Women" might read as follows:
"There is more than sand at the bottom of the sea. Gold, silver, gems—and tragedy."
"Men risk their lives in frail diving dresses to find these treasures from the deeps."
"Two men were enemies over the love for a girl, but when they met 40 fathoms deep, what happened?"
"They worked together to prevent fraud and when they came to the surface they found the girl in the arms of another, so it was 'No More Women' for them until. But you'll have to come to the Grand to see what happened then."

Open House Idea

Sacramento.
As part of the 10th anniversary celebration of the Fox Senator, manager Ray Reeder held open house every morning from 10 to 12 for patrons and the public of the city.

Through newspaper advertising, publicity and trailers, he invited patrons to make inspection tours of the house, working the birthday, promising them glimpses of back stage, the cooling plant, poster art department, projection room and other departments of the theatre that could provide background for the pictures shown on the screen.

Surprising to even Reeder, a total of 4,300 persons took advantage of the invitation. The manager demonstrated the stage lighting apparatus, screen, sound reproducers, etc., on the stage; a projectionist was on duty each morning to show the house and projection equipment in the booth; and the house engineer had charge of explaining the cooling system. The latter was a special attraction to the public.

Free Rides Galore

St. Paul.
New law in amusement offers is reached here with Wildwood park, leading summer joy spot, running ads in local Shoppers' Guide asking readers to clip a coupon for a free ride on a choice of concessions. Offer goes further and lollypops. "The top of any milk or cream bottle and three cents. (3c) will admit any man or woman child to any of the rides or amusements in the park from 1 to 7 p.m."
Park has an air and there's boating every night.

In the service, A. & P. stores invite the public to enjoy Wildwood's rides, laughs and thrills free with purchase of a given variety of Procter & Gamble products, ranging from 15c to 25c combinations.

Straw Hat Stunts

Straw hat day is coming along, and now's the time to plant the gags. The most spectacular is to make a deal with the lid vendors to give tickets to the discarded straws, with a bonfire at the proper time, which up north, comes on a Saturday this year. All of the hats are held until the day and a bonfire is made of the discarded coverings, preferably in front of the theatre.

Another good bet is a hat fashion show, with each of the stores contributing two or three male models to display the store's entries. If desired the women only may be permitted to vote for their choice. This should be held a week or 10 days in advance to permit the stores to profit by the advertising gained. A comedy note can be injected with a parade of men whose wives insisted upon picking out the hat for hubby. This should be worked up into a blackout with the unfortunate man shooting his spouse as a lesson to other wives. Good idea to jazz things up with a couple of girl dancers.

In some situations a hat display in the lobby or a hat show in the mezzanine will help things along, which can be open to all or confined to a single store according to the arrangement it is possible to make. In one instance a store made a mezzanine display and sent tickets to all its regular customers. Excitement, but it was held on a night with a ticket reduction. That may be pecked at by the Blue Eagle this year, but it's a winner where there is only one big store in town. But the big underlying idea is that it's an occasion and the theatre ought to do something to cash in on it.

Get the Clothings

"Hat, Coat and Glove" is a natural join with clothers and furnisiers. Just the title will carry windows with the three articles mentioned, and if the film is played at straw hat shucking time it is a double natural with the hats played up and also require to hold hands when the horrors began to pile up.
Good outfit for a perambulator would be a hat, coat and one glove of some distinctive color such as coral, green or blue. The remainder of the outfit of dark materials. Paint can be used on the hat to match the color of the coat and glove, which can be any discarded white summer coat properly dyed. The lettering should appear on the back of the coat.
For the lobby work the same idea of color, with the rest of the outline of the man in straight line. The coat and glove should be real, and if possible a hat should be cut in two and the front half fastened to the sheet. Working the two in combination will hook the pram to the lobby display.

Charlotte, N. C.
Three new theatres are under construction at Rockingham, N. C. Henry G. W. is remodeling the Richmond. Robert L. Steer is erecting a new house. Joe Caudell is remodeling the old Cameron theatre.

Plans are being completed for the rebuilding of the old Imperial theatre here, burned in December, 1930. It will be operated by North Carolina Theatres, Inc. Theatre will seat 1,200 and will cost \$50,000.

The Wayside Woodland theatre, near Charlotte, was opened last week with a dance revue. The stage and dressing rooms have been built on first an adjoining hillside can be used for seats.

Bronx, N. Y.

Loew has disposed of the Freeman theatre to the Left-Myers Circuit, and taken the Eastern Road theatre from Leo Brecher.

Bob Soffer, who has managed a number of houses here, back again in charge of the Burke theatre.
Cocaine-Springer reported interested in the new 1,200-seat picture house under construction at Westchester and Pilgrim avenues, the first theatre construction here in over two years. Theatre, to open in October, will be known as the Pilgrim.

Seattle

W. W. Conley transferred from Ballard Road to Liberty as manager during absence of Frank Coyte.

Denver

Benjamin D. Cokerill, at one time manager of the Pennsylvania, was fired last week. He has been replaced by manager of the Denham. Alan

After Kid Contests

New York exhibitors were panicked last week when the police, acting on complaint of the Brooklyn S. P. C. C., closed the IRO Prospect theatre for two days as penalty for an as-severed violation of the law.

House had planned a Shirley Temple contest, with about 30 children entered. When a stage parade of the youngsters was permitted to stand in the lobby and receive votes. This the society contended was an evasion of the law, and the house took a rap.

Regarded as the start of a new campaign against employing children under 16 for publicity purposes. Considerable of a number of theatres in the residential district.

Horror Play Plug

With "Universal" planning more horror stories, there is a suggestion in an old-timer's display of nerve tonics for one of the chillers. In the original idea there was a full window display of nerve tonics of several brands, with the suggestion that a certain picture packed so many thrills that it would be a good idea to brace up before attending the theatre. It put a none too bright picture over to good business, as the picture was not half as exciting as the modern brand.

This could work well in a city if it could be tied to a string of chain stores, but it can also be made a one-window display in a small town. Another good gag, if it can be worked, is to have a physician to test the hearts of would-be patrons. He sits in the lobby with a stethoscope. Even better would be an attractive girl in nursing uniform. One stunt n.s.g. was to offer a drink to those needing it after the show. It took all the profit off.

Another manager put out a thriller with the distribution of small envelopes marked "For Men Only." Carried inside a talk about the play and the suggestion that no girl would refuse to hold hands when the horrors began to pile up.

Prize Money

An offer of \$500 in cash prizes to the account having the best and most original picture in the Young and Beautiful has been decided by Mascot.

Judges are to be trade paper men, including Epes Sargent, A. Mike Vogel, Jay Emmanuel, Chick Lewis and Ben Shlien.

Prizes are split three ways, first \$250, second \$150 and third \$100. Universal offers 100, split three ways, for the best brief slogan on "Gift of Gobs." Must stress the size and importance of the cast and convey the impression of bigness. Closes Aug. 20.

BEHIND the KEYS

Cooper, who has been acting manager since the resignation of Louis Heilborn, will continue in an advisory capacity.

Prices have been boosted at the Denham for their Greater Show Season. Top will be 50 cents, with 25 and 15 and 10. This leaves Paramount the only first run below a 50-cent top, their prices being 25 and 40 cents.

Los Angeles.
Prix at Escondido Rd. sold by E. H. Strickland to Nagel & Junk.

South Side, subsequent run at San Diego, recently acquired by E. W. Metzger, closed temporarily.

Earl Strickland, owner of small picture at Hixville, resort near Palm Springs, Cal.

Palmer, Long Beach, reopened Aug. 2 after dark several months.

Worcester, Mass.
Flesh shows are due here next season with the opening of the Plymouth theatre by Harry Arthur, who, it is understood, will bring Fanchon & Marco presentations back after an absence of more than a year.

Plymouth closes tomorrow (14) with Clarence Robbins, manager since the house opened four years ago, and will return after shifting to Regent theatre, which already double-feature film policy will be continued. Regent will open W. H. Hays. Data for reopening of Plymouth has not been set.

London, G.
Pamela Theatres Corporation has launched a theatre acquisition drive in London and is taking over several theatres.

Merlin Theatres' operation has been continued on page 11.

Autos for Resorts

Almost any old perambulator will get attention for a picture, but nothing beats the trick automobile for so-called. And the autos are not difficult to construct, using the stripped chassis of an old car on which to build a temporary framework.

The locomotive is almost standard stuff and so is the kind ship, with the latter craft ranging from a Chinese junk to a submarine. The structure of the chassis is hard, but easier construction may be had with cloth and split bamboo, heavy wire or split saplings. These are bent into the required framework and covered with cloth. Mail order houses frequently offer remnants of sheeting, and dry goods jobbers may have a bolt or two of some brand no longer stocked. Fire sales of fabric damaged by smoke and water are particularly good, since the cloth must be painted over.

The body should be built onto a chassis with a spare for the seat well, by tying bamboo fore and aft and spreading the middle. Front and back a slanting piece of building lath each holds the general shape. The structure is covered with cloth and painted either in oil or water color. In the same way a sub can be built or a car built on a made to be raised above the curb. For this a center pole is used, on which is set one wooden disc of the largest diameter, for the center, with pairs of disc of lessened diameters tapering to the ends. Slats are nailed lengthwise and then covered.

Particularly useful for parking at summer spots. Try one.

T. I. Inspirations

Baltimore.
Norman Tyle, in town in advance of the world premiere of Metro's "Treasure Island," collaborated with Herb Morgan, local Loew's pub, and arranged up some effective stunts. Arranged the inevitable treasure hunt for kids, through permish and coop of Park Road, in burg's big park, planting 200 prizes that appeared in the park. A long John Silver on hand at opening time, plus eight thousand kids. Paper played important part in this stunt, plugging it plenty. The p.a.'s also toured the city, dressed as pirates, ship through streets, and had a real one on water cruising resorts in daytime, and anchored off Maryland Yacht Club at night; yacht club was host at fitting one of East's biggest regattas of year, in honor of Maryland Tercentennial.

They snatched a window in the public display. The yarn was easily procured, as the Stevenson yarn is considered a classic. Had a prominent drugstore show window holding a box of pseudo Spanish doubloons, the person estimating correct number of coins in the "treasure chest" found on "Treasure Is." won a prize. The press preview of the film was held at the Ark, a state ship built this year by the state that is a replica of the orig craft in which settlers first touched Maryland shores. Boat was anchored in harbor at twilight.

Trade Hooks

In one town there is a hook-in stunt that has been running up and down for three years now and still going strong. Each week the theatre obtains from the Bureau of Statistics the names of all babies born the previous week. Each week the name of one child is selected for display on a cradle in a furniture store window, with the idea that the parents of the child may obtain a pass to the theatre, good any time within the next three months. Usually a dozen babies, and most of the parents visit the store while they are still cradle-minded.

In another spot every boy lolly is given a five dollar deposit in a savings bank, but the money cannot be taken out until he is 21, and not here unless the account has been kept active. The boy must save at least one dollar at three months' intervals. Bank coupons in with the five to get the deposit, but the theatre gets the credit.

A third hook-up is slightly different. All passengers on the interurban cars are given a slip when they board the car. The slip is changed for a soda at a designated store if it is traded for a soda ticket when buying an admission to the show. Theatre and store split the cost. The store gets the credit for each ticket redeemed. It has been helping business for more than six months now. All practically automatic.

Asked For

Most managers know that the picture market is one of the best attention getters in the business, but few exploit this knowledge. The picture market is one of the best attention getters in the business, but few exploit this knowledge. The picture market is one of the best attention getters in the business, but few exploit this knowledge.

(Continued on page 21)



GAUMONT BRITISH ANNOUNCES ITS AMERICAN DISTRIBUTION POLICY

COINCIDENT with the publication of this announcement, Gaumont British will assume the important position in the American motion picture field to which it is rightfully entitled through the indisputably high quality of the product which it has to offer to the exhibitors and the theatre-going public of this country.

Arrangements are rapidly being consummated for the establishment of an exchange system nation-wide in scope, which will offer the same high quality of service now provided by major American distributors. Without exception these exchanges will be manned by an all-American personnel.

Below on this page we have described briefly some of the productions which we will offer to discriminating exhibitors for presentation to their supporting patrons, and it is worthy of especial mention that every picture

which emanates from our studios has been produced with particular consideration of the requirements of American audiences.

Current and future production plans of Gaumont British include the employment of many of the best known American stars and directors. Technically, as well as artistically Gaumont British and Gainsborough pictures are comparable with the finest produced in America.

We earnestly urge all exhibitors to reserve ample open time in which to book our product in its entirety, a group of not less than twenty pictures for the 1934-35 season, all of which can be secured on equitable terms which will insure their presentation at a liberal margin of profit.

JEFFREY BERNERD, General Manager
GAUMONT BRITISH PICTURE CORPORATION
1600 Broadway, New York

WITH SUCH FINE PICTURES AS THESE!

Anna May Wong in CHU CHIN CHOW

With George Robey and Fritz Kortner. This splendid, dramatic musical extravaganza, reflecting all the glamor and fascination of the Orient, presents the exotic Anna May Wong at her loveliest. Directed by Walter Forde.

Jessie Matthews in EVERGREEN

With Sonnie Hale and Betty Balfour. The world-famous Cochran stage play by Benn W. Levy brought to the screen with all the drama and charm of the original production. Romance, comedy and drama blended with unforgettable melodies. Directed by Victor Saville.

Matheson Lang in LITTLE FRIEND

Co-starred with Mr. Lang in this gripping drama of marital life is a child star whose poignant, appealing, yet poised performance definitely establishes her as the most important screen discovery of recent years. She will take America by storm. The picture is directed by Berthold Viertel.

● In addition to "The Iron Duke", George Arliss will make two more pictures for Gaumont British; Jan Kiepura, sensational star of "Be Mine Tonight" will be seen in his second picture, "My Song For You"; and Conrad Veidt will be starred in three, the first to be titled "King of the Damned".

Conrad Veidt in POWER ("JEW SUSS")

With Benita Hume and Cedric Hardwicke. A compelling screen translation of Lion Feuchtwanger's great novel. A picture inevitably destined to be ranked among the Year's Best Ten. Directed by Lothar Mendes.

George Arliss in THE IRON DUKE

With the completion of "The Iron Duke" George Arliss will have given to the screen the outstanding portrayal of his distinguished career. This dramatic story of the historical "100 days" and Wellington's defeat of Napoleon at Waterloo is directed by Victor Saville.

Evelyn Laye in PRINCESS CHARMING

With Yvonne Arnaud and George Grossmith. Never has the bewitching charm and vivacious loveliness of Evelyn Laye been seen to greater advantage than in this lilting tale of a seriocomic revolution in the mythical Kingdom of Ruritania. Directed by Maurice Elvey.

● We shall release not less than twenty box-office productions during the coming season, and exhibitors have our assurance that every one will possess outstanding entertainment values and, furthermore, will be absolutely clean in both theme and dialogue.

GAUMONT BRITISH ASKS YOU TO SEE THESE PICTURES BEFORE YOU BOOK THEM

Gaumont British Picture Corporation



CLEARING OF CURRENT RELEASES

Harold Auten

Office: 1540 B'way, N. Y. C.
 End of the World ("Fin du Monde") (Fr.). Scientific dream based on Flammartion novel. Dir. Abel Gance. 65 mins. Rel. April 15.
 Melo (German). Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Galigner. 93 mins. Rel. Feb. 1. Rev. Feb. 6.
 Poi de Carotte (Red Head) (French). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 96 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield

Office: 1540 Broadway, New York, N. Y.
 City Park—3 Men and a Girl. Sally Blane, Henry B. Walthall. Dir. Richard Thorpe. 75 mins. Rel. May 1. Rev. Aug. 7.
 In Love with Life. Lila Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. April 13. Rev. May 23.
 Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 73 mins. June 15.
 Fifteen Wives. Conway Tearle, Noel Francis, Natalie Moorhead, Raymond Hatton. Dir. Frank Strayer. 70 mins. Rel. May 15.
 Fugitive Road. An Austrian-Italian border story. Eric von Stroheim, Wera Engels, Leslie Fenton. Dir. Frank Strayer. Rel. July 1.
 Twin Husbands. "Cheating Cheaters" type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 63 mins. Rel. July. Rev. July 17.

Columbia

Office: 729 Seventh Ave., Hollywood, Cal.
 Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy W. Neill. Rel. June 26. Rev. July 2.
 Crime of Helen Santley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Grey, Gail Patrick. Dir. D. Ross Lederman. 58 mins. Rel. April 29.
 Fighting Ranger. The Round-up of killers by a temporary furloughed ranger out for vengeance for killing his brother. Buck Jones, Dorothy Revier. Dir. George B. Seitz. 59 mins. Rel. March 17. Rev. April 17.
 Hell Bent for Love. Young state policeman defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. 65 mins. Rel. May 19. Rev. July 31.
 Hell Cat. The newspaper man tames a socialite with an underworld angle. Robert Armstrong, Ann Sothern. Dir. Al Rogell. Rel. June 16. Rev. July 10.
 Line Up. The Police story. Marion Nixon, Wm. Gargan. Dir. Howard Higgin. 64 mins. Rel. March 31. Rev. May 29.
 Man's Game. A Tim McCoy as a freeman. Dir. D. Ross Lederman. Rel. June 18.
 Man Trailer. Western story. Buck Jones. Dir. Lambert Hillier. 58 mins. Rel. May 24. Rev. May 29.
 Most Precious Thing in Life. Abandoned mother relieves her own romance through her son. Jean Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillier. Rel. May 19.

No Greater Glory. Ferenc Molnar's "Paul Street Boys" with a mostly juvenile cast. Geo. Breakston, Jimmy Butler, Ralph Morgan, Lois Wilson. Dir. Frank Borzage. 69 mins. Rel. April 6.
 Party's Over. The Bruce Blakely ends the party when he realizes his efforts to support his parents and brothers and sisters is robbing him of his own happiness. Stuart Erwin, Ann Sothern, Arline Dodge. Dir. Walter Lang. Rel. May 14.
 Sisters Under the Skin. Tired business man takes a matrimonial vacation and gets it out of his system. Elissa Landi, Frank Morgan, Joe Schildkraut. Dir. David Burton. 70 mins. Rel. April 15. Rev. June 12.
 Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental star on same train. John Barrymore, Carole Lombard. Dir. Howard Hawks. 91 mins. Rel. May 11. Rev. May 8.
 Voice in the Night. Complications in the telephone business. Tim McCoy. Dir. Charles Coleman. 49 mins. Rel. April 6.
 Whirlpool. A self-sacrificing husband meets death to shield his wife. Jack Holt, Jean Arthur. Dir. R. W. Neill. 74 mins. Rel. April 10. Rev. May 8.
 When the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Boris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 28. Rev. July 17.

DuWard

Office: 729 Seventh Ave., New York, N. Y.
 Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 1.
 Blue Light. (Austrian and Italian). Mountain romance among Italian Dolomites. Directed and starring Leni Riefenstahl. Rel. not set.
 Bride of Samos. South Sea featurette. Dir. Phil Brown. 30 mins. Rel. March 1.
 Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. Jan. 1. Rev. Jan. 9.
 Girl in the Case. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Franko. 60 mins. Rel. Aug. 1.
 Hollywood, City of Dreams (Sp). Joe Bohr. Spandard's impression of cinematography. Dir. Walter Lang. 30 mins. Rel. March 23.
 Romance in Budapest (Hung). Franciska Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.
 Sword of the Arab. Adventures of American cowboys in Arabia. George Durrell, Helen Heighley, Paul Panzer and Lucille Kaye. Dir. Alfred Smalley. 30 mins. Rel. Sept. 1.
 Tall Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 19.

First Division

Office: R. K. O. Bldg., New York, N. Y.
 Releases Also Allied, Chesterfield and Monogram
 Beggars in Erin. Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. May 1.
 City Limits. A millionaire, ailing and tiring of wealth, falls in with two whores and enjoys life for a time. Frank Craven, Sally Blane, Ray Walker. Dir. Wm. Nick. 70 mins. Rel. May 1. Rev. July 10.
 City Park. Three men voluntarily become the custodians of a destitute young girl. Sally Blane, Henry B. Walthall, Matty Kemp, Johnny Heiron. Dir. Richard Thorpe. 75 mins. Rel. May 15. Rev. Aug. 7.
 Fifteen Wives. Three of a man's fifteen wives, are suspected of his murder. Conway Tearle, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 67 mins. Rel. July 1.
 Forgotten Men. Collection of uncensored war film, taken from government archives of 14 warring nations. Rel. April 1.
 Fugitive Road. Eric von Stroheim, Wera Engels, Leslie Fenton. Coming. Rel. Aug. 10.

Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 30.
 House of Mystery. An archeologist returns to America from the Far East with a curse on his head for stolen wealth. Verola Hille. 64 mins. Rel. Wm. Nick. 70 mins. Rel. May 30.
 In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lila Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. May 1.
 Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Colin Clive, Virginia Bruce, Aileen Pringle. Dir. Christy Cabanne. Rel. Oct. 1.
 Lawless Valley. Western horse opera. Lane Chandler. Rel. May 1.
 Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Wells. Dir. Joseph Santolucito. 68 mins. Rel. May 15.
 Man from Utah. John Wayne western. 52 mins. Rel. July 1.
 Manhattan Love Song. Two orphaned Park Avenue society deb sisters, freed to go to work, change places with their servants who go "society." Dickie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30.
 Money Means Nothing. Effort of a poor clerk to make a go of marriage with an heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 31.
 Stolen Steaks. High pressure insurance salesman falls for heiress and wins her via determined, rapid line of character. Charles Starrett, Sally Blane, Johnny Heiron, Jameson Thomas. Dir. Richard Thorpe. 75 mins. Rel. May 1.
 Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe Owlson. Dir. Frank Strayer. 63 mins. Rel. May 15.

Woman's Man. Hollywood inside story. John Halliday, Marguerite de la Motte, Wallace Ford. Dir. Edward Luddy. 64 mins.
 Young Eagles. Boy-scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

Studios Burbank, Calif.
 First National Office: 321 W. 45th St., New York, N. Y.
 Circus Clown. This, Roaring comedy under the big tent with a go of marriage romance wound into funny situations. Joe Brown, Patricia Ellis.

These tabulations are compiled

from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive service subsequent to that period should preserve a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in "Variety" carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, "Variety" will appreciate the co-operation of all managers who may note discrepancies.

Behind the Keys

(Continued from page 19)

been formed to run Young's Palace and the Marion in Marion, acquired from independent operators. Under new deals nearing consummation, Paramount gets the Liberty, Quimby, Imperial and Grand, in Zanewville; Paramount, at Hamilton, and Paramount, in Middletown. Tracy Barham, former Albany district booker for Warner Bros., has taken charge of the Marion houses.
 Cassey McDougall, who for several years has operated a traveling picture show through Ohio, plans to take it to Florida this winter and play the smaller towns in that territory.

Kron, O.
 Jack Flex has replaced Ernie Austgen as manager of the house's here, assuming charge of the house this week. Austgen has gone to New York, where he will likely be assigned another house in the circuit.

San Diego.
 Cartier, 450-seater here, has been bought by Kaplan and Klein from R. P. Jamieson.

Tacoma.
 Beverly, new house, being built on the main drag by Mike Barovic, cost estimated at \$12,500. Former site of old Colonial, one-time Fox-West Coast house, seating capacity 500. Barovic also contemplates building a house in Puyallup, nearby valley town.

Los Angeles.
 Troy Orr is out as publicity-advertising man at Loew's State, replaced by Theodore Fox, formerly of Fox studio publicity staff, and previously on the Skouras Bros. staff at St. Louis.

Davenport, Ia.
 Control of Orpheum theatre and Hotel Mississippi properties here, Thos. J. Brady Street Corp., passed into the hands of first mortgage bondholders for \$3,000 when they purchased junior securities formerly held by the George M. Beitch & Co.

Cass & McNally leased the Taylor theatre here and after remodeling will reopen Sept. 1.

Pittsburgh.
 Bill Zeiler, former assistant manager of Stanley and manager of Emery, has been named as new manager of Alvin, which opens Aug. 31 under banner of Harris Amuse. Co. Zeiler brought here from St. Louis by George M. Beitch, to take over active charge of the Alvin, Tyson, once exploitation director for Warners, will look after house's publicity as well as that of other city theatres controlled by Harris interests.

Hartford.
 Earl Bronson, manager of the Colonial theatre, pinch hitting at the Colonial and Central while Barney Green is on vacation.
 Rumored that Paterson's theatre formerly a log house, will reopen with road shows latter part of September.

Baltimore.
 Howard Burnham now doing a p. for Izzy Rappaport's Vaudeville Hipp. Amuse. two-day now-work of Warner theatres' managers and execs from this division, Maryland Virginia and District of Columbia, divisions, to a 1.15 at the Anchorage, second night.

Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 30. Rev. July 2.

Fashions of 1934. Story of a style stealer set against a lavish background. Wm. Powell, Betty Davis, Verree Teasdale. Dir. Wm. Dieterle. 90 mins. Rel. Feb. 17. Rev. Jan. 23.

Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Betty Davis, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2. Rev. June 12.

Journal of a Crime. Drama by the French playwright Jacques Deval, and depicts the effect of a murder on a woman of fine instincts and delicate sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Dodd. Dir. William Keighley. 85 mins. Rel. March 10. Rev. May 1.

Man with Two Faces. The. From the stage play, "Dark Tower." Edw. G. Robinson, May Astor. Dir. Archie Mayo. 73 mins. Rel. Aug. 8. Rev. July 17.

Merry Frinks. The. Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibben, Allen Jenkins, Hugh Herbert. Dir. Al Green. Rel. May 26. Rev. June 19.

Midnight Alibi. Heart interest melodrama from Damon Runyon's "Old Doll's House." Richard Barthelmess, Ann Dvorak, Helen Lowell, Helen Chandler. Dir. Alan Crosland. 55 mins. Rel. July 21. Rev. July 10.

Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Bob Daniels, Lyle Talbot, John Halliday. Dir. Robert Florey. 73 mins. Rel. April 7.

Return of the Terror. The. Mystery drama with plenty of heart interest. Mary Astor, Lyle Talbot, John Halliday, Frank Skelton. Dir. Howard Bretherton. 65 mins. Rel. July 7. Rev. July 17.

Side Streets. Love drama based on an original story by Ann Garrick and Ethel Hill. Aline MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis. Dir. Alfred E. Green. Rel. June 30.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Ginger Rogers, Allen Jenkins, Allen Brooks, Ted Fenton and Band. Dir. Ray Enright. 90 mins. Rel. May 26. Rev. May 1.

Very Honorable Guy. A. Comedy from the story by Damon Runyon about a guy who always kept his promises. Joe E. Brown, Alice White, Robert Allen, Alan Dineen, Irene Franklin. Dir. Lloyd Bacon. 82 mins. Rel. May 26. Rev. May 22.

Studio: Fox Hills, Hollywood, Cal. Office: 444 West 56th St., New York, N. Y.
 All Men Are Enemies. Hugh Williams, Helen Twelvetrees. Dir. Geo. Fitzmaurice. 68 mins. Rel. April 12. Rev. May 29.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Claire Trevor, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.

Call It Luck. Daughter of a London caddy wins the Sweepstakes. Pat Paterson, Herbert Mundin. Dir. Jas. Tinini. 65 mins. Rel. June 1. Rev. July 17.

Change of Heart. From the story. Manhattan Love Song. Janet Gaynor, Warner Oland, Bruce Lynton. Dir. Geo. Hadden. Rel. June 29.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Bruce Lynton. Dir. Geo. Hadden. Rel. June 29.

Constant Nymph (British Gaumont). British-made version of a frustrated love. British cast. 84 mins. Rel. March 23. Rev. April 10.

Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. 73 mins. Rel. July 13. Rev. July 21.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 21. Rev. Aug. 7.

Heart Song. British made with Lillian Harvey and Mady Christians in the cast. Rich Pomeroy production. Dir. Frederick Hollander. 81 mins. Rel. July 21. Rev. Aug. 7.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 68 mins. Rel. Feb. 23. Rev. April 11.

Murder in Trinidad. Mystery story from Vandercrook's novel. Nigel Bruce, Heather Angel. Dir. Louis King. 74 mins. Rel. April 8. Rev. May 29.

New 'N' Tell Mrs. Al. Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 29.

Orient Express. Mystery on a railroad train. Heather Angel, Norman Foster. Dir. Paul Markey. 72 mins. Rel. Jan. 12. Rev. March 6.

She Learned About Sallors. Navy romance in Shanghai and Los Angeles. Alice Faye, Lew Ayres, Mitchell and Durant. Dir. Geo. Marshall. 82 mins. Rel. July 6. Rev. July 21.

She Was a Twelvetree. Robert Young. Dir. John Blystone. Rel. July 20. Rev. July 31.

Springtime for Henry. From Benn Levy's stage play. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frank Tuttle. (Lasky produced). Rel. July 21. Rev. Aug. 7.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Frooms. Dir. Hamilton MacFadden. 80 mins. Rel. May 4. Rev. April 24.

Such Women Are Dangerous. From the story, "Old Thursday." Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jas. Flood. 81 mins. Rel. May 4. Rev. June 12.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 73 mins. Rel. June 8. Rev. July 21.

World Meets Out. The story which covers a century. Madeleine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Special. Rel. July 2.

Freuler Associates

Office: R. K. O. Bldg., New York, N. Y.
 Kiss of Araby. Original. Sahara story of British army and Riff, with love interest. Maria Aiba, Walter Hyton, Claire Windsor. Dir. Phil Rosen. Rel. April 21.

Gaumont-British

Office: 226 West 42nd St., New York, N. Y.
 Along Came Sally. Comedy musical. Cleely Courtland. Dir. Tim Whelan. 79 mins. Rel. June 14. Rev. June 19.

Channel Crossing. Drama. Matheson Lang. Constance Cummings. Dir. Milton Rosson. 85 mins. Rel. May 1. Rev. June 5.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 22.

Ghoul, The. Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.

It's a Boy. Comedy. E. E. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 1. Rev. June 12.

Just Smith. Mystery comedy by Lonsdale. Tom Walls, star and director. 70 mins. Rel. April 13. Rev. April 19.

Orders in Orders. American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 1. Rev. May 8.

Prince of Wales. Newsreel compilation of British heir's life. 60 mins. Rel. April 13. Rev. April 24.

Woman in Command. Backstage story with music. E. E. Horton, Cleely Courtland. 70 mins. Rel. May 13. Rev. June 5.

Majestic

Office: R. K. O. Bldg., New York, N. Y.
 Scarlet Letter. The. Hawthorne's dramatic classic. First sound filming. Colleen Moore and Harlie Albright. Dir. Robert Vignola.

Metro

Office: 1540 Broadway, New York, N. Y.
 Girl from Missouri. The small town girl lands her millionaire. Joan Harlow, Frank Lloyd, Harry Stone. Dir. Jack Conway. 69 mins. Rel. Aug. 3. Rev. Aug. 7.

Hollywood Party. All star musical film. 65 mins. Rel. June 11. Rev. May 29.

Laughing Boy. Ramon Novarro in the title role. Based on the Pulitzer Prize winning novel by Oliver R. Farge. Lupe Velaz. Dir. W. S. Van Dyke. 72 mins. Rel. May 20. Rev. May 15.

Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 97 mins. Rel. May 1. Rev. May 15.

Ven in White. Paraphrasing of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Harlow. Dir. R. Boleslavsky. 72 mins. Rel. April 6. Rev. May 1 and June 12.

Murder in the Private Car. Mystery thriller with most of the action on a train. The. Dir. Harry Beaumont. 69 mins. Rel. June 23. Rev. July 19.

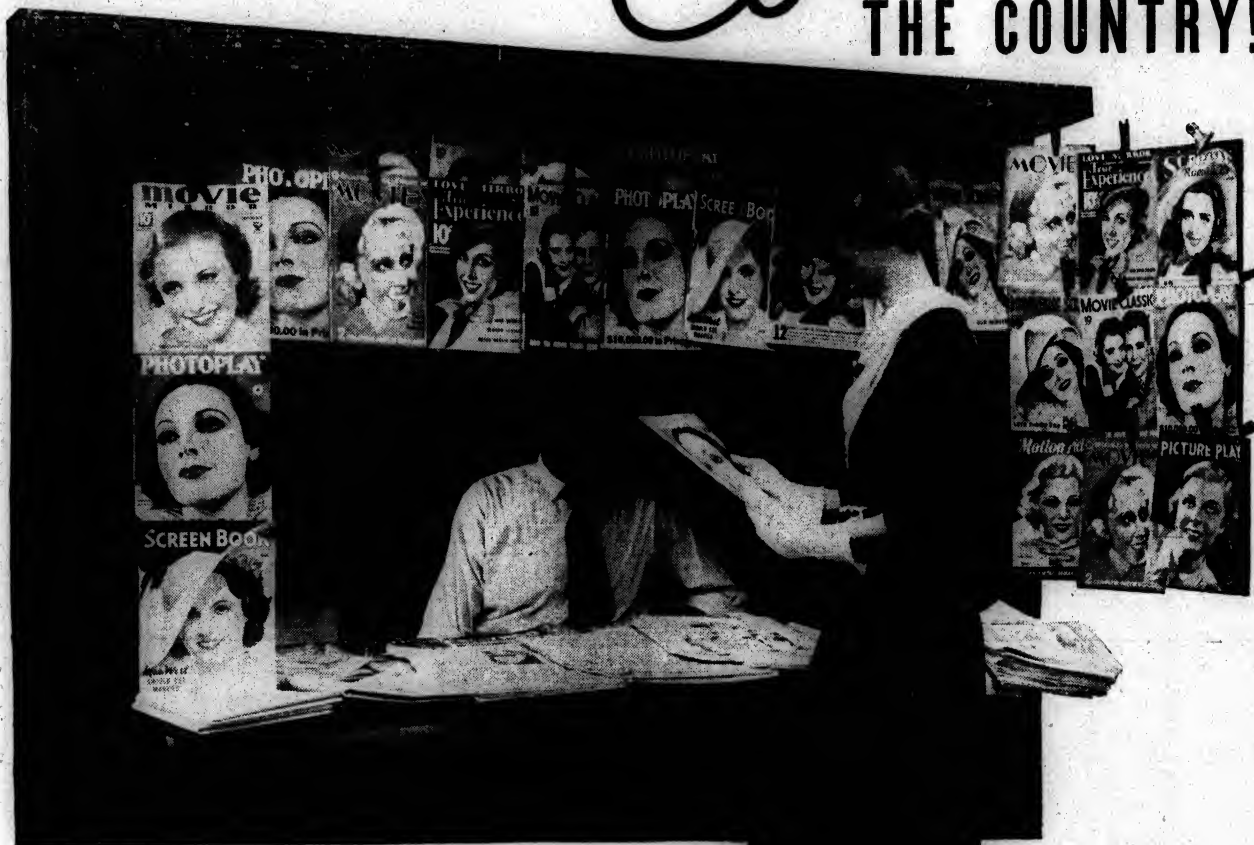
Operator 13. Based on the last novel of the late Robert W. Chambers. Clayton Kopp, Harry Cooper. Dir. Richard Rosson. 85 mins. Rel. June 8. Rev. June 26.

Paris Interlude. Based on the play, "All God's Americans." Madge Evans, Una

(Continued on page 24)

AGAIN—WARNER BROS.

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CALENDAR OF CURRENT RELEASES

(Continued from page 21)

Merkel, Otto Kruger, Robt. Young. Dir. Edw. L. Martin. 74 mins. Rel. July 17. Rev. July 31.

Rip Tide (Opposing Forces Within Woman). An American girl marries into English nobility and suffers disappointment and disillusionment. Norma Shearer, Robert Montgomery, Herbert Marshall, Mrs. Pat Campbell, Dir. Edmund Goulding. Rel. March 23. Rev. April 3.

Sadie McKee. Based on the novel by Vina Delmar. Joan Crawford, Franchot Tone, Doree Brown. Rel. May 11. Rev. May 22.

Showoff. The old stage play of a conceited man who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Reisner. 78 mins. Rel. March 9. Rev. March 20.

Stamboul Quest. Spy story. Myrna Loy, Geo. Brent. Dir. Sam Wood. 85 mins. Rel. July 11. Rev. July 17.

Tarzan and His Mate. Further adventures of the characters created by Edgar Rice Burroughs. Johnnie Weissmuller, Maureen O'Sullivan, Neil Hamilton. Dir. Laurence Brown. Rel. March 30. Rev. April 24.

Thin Man. The murder mystery from Dashiell Hammett's novel. Wm. Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. July 2.

Viva Villa. Wallace Beery portrays the famous Mexican character, Pancho Villa. Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 7. Rev. April 17.

Studio: 6048 Sunset Blvd., Hollywood, Cal. Monogram Office: R. K. O. Building, Rockefeller Center, N.Y.C.

Beggars in Ermine. Hand-picked steel men organize a mendicant trust. Lionel Atwell, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Feb. 22. Rev. May 1.

Blue Steel. John Wayne, Eleanor Hunt. Dir. R. N. Bradbury. A Lone Star Western. 64 mins. Rel. May 10.

City Limits. Ray Walker, Shirley Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. May 1. Rev. July 10.

Girl of the Limberlost. A Gene Stratton-Porter story. Marian Marsh, Ralph Morgan, Louise Dresser. Dir. Christy Cabane. 70 mins. Rel. May 10.

Happy Landings. Ray Walker, Jacqueline Wells. 63 mins. Rel. Sept. 1.

Healer, The. From novel by Robert Herrick. Dir. Reginald Barker. House of Mystery, The. Verne Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. April 30.

Jane Eyre. Charlotte Brontë's classic. Colin Clive, Virginia Bruce. Dir. Christy Cabane. 65 mins. Rel. Aug. 13.

Loudspeaker, The. Ray Walker, Jacqueline Wells. 67 mins. Rel. June 1.

Man from Utah, The. (Lone Star). Utah cowboy exposes racket and wins the sheriff's daughter. John Wayne, Polly Ann Young. Dir. R. N. Bradbury. 64 mins. Rel. May 15.

Moonstone, The. Wilkie Collins story of disappearance of famous gem. David Manners, Phyllis Lytle. Dir. Reginald Barker. Rel. Aug. 20.

Monte Carlo. Mary Brian, John Barrow. 62 mins. Rel. May 20.

Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15.

Randy Rides Alone. (Lone Star). John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 51 mins. Rel. June 15.

Shock. Ralph Foches, Gwladis Hill, Monroe Owsley. Shell-shock victim returns from World War, falls in love with the girl he had married just before going to front, and hates his unknown rival till his identity is re-established. Dir. Roy Pomeroy. 66 mins. Rel. Aug. 1.

Star Packer, The. (Lone Star). John Wayne, Verma Hillie. Dir. R. N. Bradbury. 51 mins. Rel. May 27.

West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. 62 mins. Rel. May 15.

Woman's Man. Hollywood inside story. John Halliday, Wallace Ford, Marguerite Goddard. Dir. Edward Luddy.

Studio: 5551 Marathon St., Hollywood, Cal. Paramount Office: 1501 Broadway, New York, N.Y.

Come On, Marines. Marine corps rescues a shipwrecked girls' seminary. Richard Arlen, Ida Lupino, Boscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 27. Rev. May 10.

Death Takes a Holiday. Death takes a holiday to learn of life. From the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 79 mins. Rel. March 30. Rev. Feb. 27.

Double Cross. Story of a dominant old maid. Mary Morris, Evelyn Venable. Kent Taylor. Dir. Chas. Vidor. 75 mins. Rel. May 4. Rev. May 8.

Elmer and Elsie. Truck driver and the president of a piano concern both proclaim the virtues of his business and his home. Their wives prove the reverse to be the case. George Bancroft, Frances Fuller, Boscoe Karns, Nola Walker. Dir. Gilbert Pratt. 70 mins. Rel. July 27. Rev. Aug. 1.

Great Filletation, The. Stage story by Gregory Bittorf in which an egotistical matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 28.

Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Haley, Patricia Ellis. Dir. Raoul Pagnol. 74 mins. Rel. June 15. Rev. June 28.

His Double Life. Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 63 mins. Rel. Jan. 12. Rev. Dec. 19.

I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his glory. Adolphe Menjou, Elissa Landi. Dir. Ralph Murphy. Rel. June 28.

It Ain't No Sin. Mac West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 23.

Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin, Helen Mack and the Wampas Baby Stars. Dir. Harry Thompson. 64 mins. Rel. March 27. Rev. May 10.

Ladies Should Listen. Parisian telephone girl helps a South American millionaire. Cary Grant, Frances Drake, Ed. Everett Horton. Dir. Frank Tuttle. 61 mins. Rel. Aug. 3. Rev. July 31.

Little Miss Marker. Story of a child who was pledged with a bookmaker. Adolphe Menjou, Dorothy Bell, Chas. Bickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 1. Rev. May 22.

Many Happy Returns. Burns and Allen at their dizziest. With Guy Lombardo, John Marsh. Dir. Norman MacLeod. 65 mins. Rel. June 8. Rev. June 12.

Melody in Spring. Italian singer at home and abroad. Lanny Ross, Chas. Ruggles, Mary Boland. Dir. Norman MacLeod. 75 mins. Rel. April 20. Rev. April 28.

Murder at the Vanities. From the Earl Carroll stage production. Murder backstage. Carl Brisson, Victor McLaglen, Jack Oakie, Kitty Carlisle. Dir. Mitchell Leisen. 95 mins. Rel. May 11. Rev. May 22.

Notorious Sophie Lang. Story of international jewel thieves. Gertrude Michael, George E. Stone. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 21.

Old Fashioned Way, The. W. C. Fields, Joe Morrison. In a road show in the United States. Rel. July 10. Rev. July 10.

Private Scandal. Suicide which is decided to be a murder because none of the witnesses dares his own exposure to scandal. Zasu Pitts, Phillips Holmes, Neil Sordy. Dir. Mary Brian. Rel. Ralph Murphy. 61 mins. Rel. May 11. Rev. May 19.

She Made Her Bed. Show bit story about a brutal animal trainer. Rich. Arlen, Shirley Eilers, Edw. Armstrong. Dir. Ralph Murphy. Rel. March 9. Rev. May 19.

Shoot the Works. A depiction of "The Great Mouse". Jack Oakie, Ben Bernie, Dorothy Bell. Dir. Wesley Ruggles. Rel. June 23. Rev. July 10.

Thirty Days a Princess. Obscure actress posing as being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Gering. 65 mins. Rel. May 14. Rev. May 12.

Trumpet Blows, The. George Raft becomes an amateur bull fighter. Geo. Raft, Adolphe Menjou, Frances Drake. Dir. Stephen Roberts. 83 mins. Rel. April 13. Rev. April 17.

We're Not Dressing. Comedy of shipwrecked royalty. Ring Crosby, Carole Lombard, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman Taurog. 80 mins. Rel. April 27. Rev. May 1.

Witching Hour, The. Augustus Thomas play of a murder innocently caused by hypnotism. Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 65 mins. Rel. April 27. Rev. May 1.

Wharf Angel. Romance in San Francisco of 1907. Victor McLaglen, Dorothy Bell. Dir. W. C. Menzies. 65 mins. Rel. March 15. Rev. April 24.

You Belong to the Stars. Story with Helen Mack. Lee Tracy. Dir. A. L. Walker. Rel. July 27.

You're Telling Me. Fields as a small town garage man. W. C. Fields, Leon Marsh, Buster Crabbe, Adrienne Ames. Dir. Eric Kenton. 65 mins. Rel. April 6. Rev. April 10.

Principal

Office: 1270 Sixth Ave., New York, N. Y.

on a true incident in their lives. Mary Shilling and Gaylord Pendleton. 60 mins. Rel. May.

Little Damozel, The. Anna Neagle and James Rennie. The story of a 'night club queen' in a racy London hot spot. 55 mins. Rel. July 10.

Studio: Hollywood, Cal. R.K.O. Radio Office: R.K.O. Bldg., Radio City, N.Y.C.

Afterwards (tentative title). A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. John H. Cross. Rel. Aug. 17.

Allen Corn. Talented young musician realizes after a series of disappointing love affairs that love and a career won't mix and chooses a career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward G. Griffith. Rel. May 29.

Bachelor Ball. The story of a matrimonial agency run by a timid young man and the gangsters who try to make it into a racket. Stuart Erwin, Pert Kelton, Skeets Gallagher, Rochelle Hudson. Dir. George Stevens. Rel. May 29.

Cockeyed Cavaliers. A costume story with Bert Wheeler and Robert Woolsey, Thelma Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 29. Rev. July 31.

Crime Doctor. A famous detective, jealous of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 15.

Down to Their Last Yacht. Impoverished millionaires take a party of paying guests for a cruise. Sidney Fox, Mary Boland, Shirley Blackmer, Polly Moran, Ned Sparks. Dir. Paul Sloane. Rel. Aug. 2.

Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Rel. Barbara Robbins. Dir. Worthington Minn. 61 mins. Rel. May 4. Rev. May 1.

Hat, Coat and Glove. A murder story of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Barrymore, Barbara Robbins. Dir. Worthington Minn. 61 mins. Rel. Aug. 21. Rev. July 31.

His Greatest Gamble. A father, in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix, Dorothy Sisk. Dir. John Robertson. 70 mins. Rel. Aug. 19. Rev. July 24.

Let's Try Again. After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Olive Brook, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Minn. 67 mins. Rel. July 6. Rev. June 26.

Life of Vergie Winters. The woman's devotion for a man which causes her to live in the back street of his life so that he may become a great success. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 19.

Murder on the Blackboard. A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. William Seltzer. 72 mins. Rel. April 13. Rev. July 26.

Of Human Bondage. A poignant story of a man who faces life as a partial cripple. Leslie Howard, Bette Davis, Reginald Denny, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 27. Rev. June 2.

Sing and Like It. Gangster backs a Broadway show and makes sure of good reviews by furnishing special "excorts" for each reviewer. Zasu Pitts, Pert Kelton, Edward Everett Horton, Nat Pendleton. Ned Sparks. Dir. William Seltzer. 72 mins. Rel. April 23. Rev. July 26.

Stingaree. Notorious Australian bandit of the "Robin Hood" type with a flair for the esthetic things of life. Irene Dunne, Richard Dix, Conway Tearle, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 26. Rev. May 29.

Strictly Dynamite. A poet becomes a gag writer for a famous radio comic. Jimmy Durante, Lupe Velez, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 27. Rev. May 10.

Success in a Sack. Ruthless business man finds love at last. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 16. Rev. May 8.

Success Story. The ruthless rise to power and wealth of a boy of the New York Yelton district. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin, Frank Morgan. Dir. J. Walter Ruben. Rel. March 16.

This Man Is Mine. To preserve her marriage a young wife virtually hurls her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ray, John Selwyn, Ray Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 17.

We're Rich Again. How a woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Rel. April 13. Rev. April 17.

Where Sinners Meet. An eloping couple have a break-down in their car and spend the night in an unusual hotel where the host, a philosopher, shows them the error of their way. Olive Brook, Diana Wynyard, Reginald Owen, Alice Bland, Alice Mowday, Gilbert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 13. Rev. May 29.

Wild Cargo. Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck. Dir. Armand Denis. Rel. April 6.

United Artists Office: 720 Seventh Ave., New York, N.Y.

Affairs of Cellini. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray. Dir. Gregory La Cava. Rel. Aug. 21.

Born to Be an Actor. Story of a woman apparently destined by circumstances to be always wicked in spite of herself. Loretta Young, Cary Grant, Paul Harvey. Dir. Lowell Sherman. Rel. May 18.

Buildup Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Anne Baxter, Warner Oland, Charles Butterworth, Una Merkel. Dir. Roy Del Ruth. July 20.

Count of Monte Cristo, The. The famous Dumas' classic about the man who found a fabulous fortune and used it to revenge a great wrong. Robert Donat, Elissa Landi, Louis Calhern, Sidney Brickner. Dir. Rowland V. Lee. Rel. Sept. 7.

House of Rothschild, The (20th Cent.). Strong drama of the great financial dynasty. Charles Laughton, Loretta Young. Dir. Alfred Werker. 91 mins. Rel. April 6. Rev. March 20.

Last Gentleman, The. Shrewd and elderly millionaire cleverly foils the plans of his son to chase his money away. George Arliss, Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. Oct. 5.

Looking for Trouble. Thrills in the lives of telephone linemen, with a couple of love stories on the side. Spencer Tracy, Jack Oakie, Constance Cummings. Produced and directed by King Vidor. Rel. Sept. 28.

Our Daily Bread. Dishonored folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor. Rel. Sept. 28.

Private Life of Don Juan. Don Juan discovers that, deprived of his name and reputation, he's no greater lover than the next fellow. Douglas Fairbanks, Merle Oberon, Helen Broderick, Dir. Alex. Korda. Oct. 19.

Sorell and Son. An epic of the love between father and son. H. B. Warner, Peter Penrose, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 20.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Frederic March, Jane Baxter, C. Aubrey Smith. Dir. Ruben Mamoulian. Rel. Sept. 21.

Studio: Universal City, Calif. Universal Office: 30 Rockefeller Center, New York, N.Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis. 68 mins. Rel. June 15. Rev. July 10.

Bombay Mail. Edmund Lowe Production. Dir. Ed. Martin. Rel. Jan. 1. Rev. Jan. 2.

Black Cat, The. Mystery. Karloff, Bela Lugosi, David Manners. Dir. Edgar Allan Poe. 70 mins. Rel. May 7. Rev. May 22.

Embarrassing Moments. Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 9.

Gift of Gab. Comedy-drama-musical. Edmund Lowe, G. Stuart and big radio and screen stars. Dir. Karl Freund. Rel. Sept. 28.

Glamour. Comedy-drama. Constance Cummings, Paul Lukas. Dir. William Wyler. 75 mins. Rel. April 2. Rev. May 15.

Half a Sinner. Drama. Joel McCrea, Sally Blane, Buster Churchill. Dir. Robert Siodmak. 70 mins. Rel. June 26.

Honor of the Range. Western. Ken Maynard. Dir. Alan James. 60 mins. Rel. April 18. Rev. May 1.

Human Side, The. Drama. Adolphe Menjou, Doris Kenyon. Dir. Eddie Buzzell. Rel. Aug. 27.

I Give My Love to a Swain. Wynne Gibson, Paul Lukas. Dir. Karl Freund. 75 mins. Rel. June 26. Rev. July 24.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 78 mins. Rel. April 16. Rev. April 24.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John M. Sturges. Rel. Oct. 19.

Let's Be Ritz. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabella Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26. Rev. July 10.

Let's Live It Over. Comedy-drama. Chester Morris, Mae Clarke, Frank Craven, Andy Devine. Dir. Kurt Neumann. 67 mins. Rel. June 11. Rev. June 15.

(Continued on page 26)

Studio Placements

Hollywood, Aug. 13.

Onslow Stevens, "The Great Gamble," Fox.

Gilbert Emery, Richard Carle, Robert Warwick, Wesley Barry, William Boyd, "Night Life of the Gods," U.

Charles Cabanne, directs "Rendezvous at Midnight," U.

Eve Harrower, "What Every Woman Knows," MG.

Herbert Parison, "Painted Veil," MG.

Jessie Ralph, "David Copperfield," MG.

Kitty Kelly, "Lemon Drop Kid," Par.

Wilfred Hart, "Enter Madame," Par.

Jason Robards, George Meeker, "Broadway Bill," Col.

Joe Graham, scripting "House of Renssen," Col.

Andrew Renssen, collabing, "The Champ," Col.

Paul Beebe, treating "Foul," Col.

Carlos Gardel, "Big Broadcast of 1935," Par.

Bore Schary, writing original, WB.

Wellington Mack, scripting cartoons, P. A. Powers.

Clare Dodd, "Secrets of the Chateau," Par.

Frank Borzage, directs, untitled story, WB.

Carmen Rito, "Singer of Naples," WB.

Richard Schayer, scripting "Winning Ticket," MG.

Sam Holman, scripting "County Chairman," Col.

Mike Simmons, screen play, "Murder Island," Col.

C. Gardner Sullivan, treatment, untitled story, Par.

Robert Shannon, "Night Life of the Gods," U.

Wallis Clark, Edward Brophy, John Wray, Charles Levison, Helena May, "Solmes Jackson," Arthur Stuart Hall, Wedgwood Nowell, John Webb Dillon, "Till We Meet," Col.

Paul Porcasi, "Gay Divorce," RKO.

Slippy Bracey, Tom Ricketts, "Broadway Bill," Col.

Alynn Drake, "Orchids and Onions," Col.

Laird Doyle, scripting "Border Town," WB.

Felix Adler, writing shorts, Col.

Loula King, directs "Bachelor of Arts," Col.

Dudley Nichols, scripting "Twenty Four Hours a Day," Fox.

Philip Klein, adapting "Dante's Inferno."

Edward Paramore, screen play, yarn by Charles Francis Cox, Fox.

June Collyer, Eddie Nugent, "Stratopheer," Mono.

Claude Gillingwater, "Lemon Drop Kid," Par.

Mitchell Lewis, Frank Lanning, Leonid Kinsky, "Marie Gallante," Fox.

Doris MacMahon, comedies, RKO.

Kathleen Howard, "Orchids and Onions," Col.

Charles Hassell, Alene Carroll, "Night Life of the Gods," U.

Rollo Lloyd, "Wake Up and Dream," U.

Mona Maria, "Singer of Seville," WB.

Hubert Cavanaugh, Jay Ward, "Big Show," WB.

Roy Irwin, "Pursuit of Happiness," Par.

Morris Ryskind, scripting unannounced yarn, MG.

Joe Swerling, screen play, "Jail Bait," Col.

Helene Millard, "Broadway Bill," Col.

Cyril Thornton, "Gay Divorce," RKO.

Edward Brophy, Jimmy Butler, "Till We Meet," Col.

Warren Duff, screen play, "In Caliente," WB.

George Sidney, scripting "Sweet Adeline," WB.

Reginald Owen, "Here Is My Heart," RKO.

Colin Clive, "Lives of a Bengal Lancer," Par.

Edward Arnold, "Wednesday's Child," RKO.

Willard Mack, screen play, "Yours to Command," Par.

Frank Albertson, "Enter Madame," Par.

Al Cohn, Lawrence Hazard, treating "Main Street," WB.

Harry Gray, scripting "Milky Way," Par.

Paul Rathbone, "David Copperfield," MG.

Charles Warren, writing original titled "Gitter," MG.

Madge Evans, "What Every Woman Knows," MG.

Marjorie Gatenso, "Just Out of College," WB.

Mina Maria, "Singer of Naples," WB.

Boyd Irwin, Henry Mowbray, "Pursuit of Happiness," Par.

Pop Byron, "Ready for Love," Par.

Rian James, scripting "Till We Meet," Col.

Paul Gerrits, "Big Broadcast of 1935," Par.

Brian Marlow, scripting "Judy," WB.

Felix Yarns, supervising "Andy Powers," Col.

Victoria Haden, "Great Expectations," U.

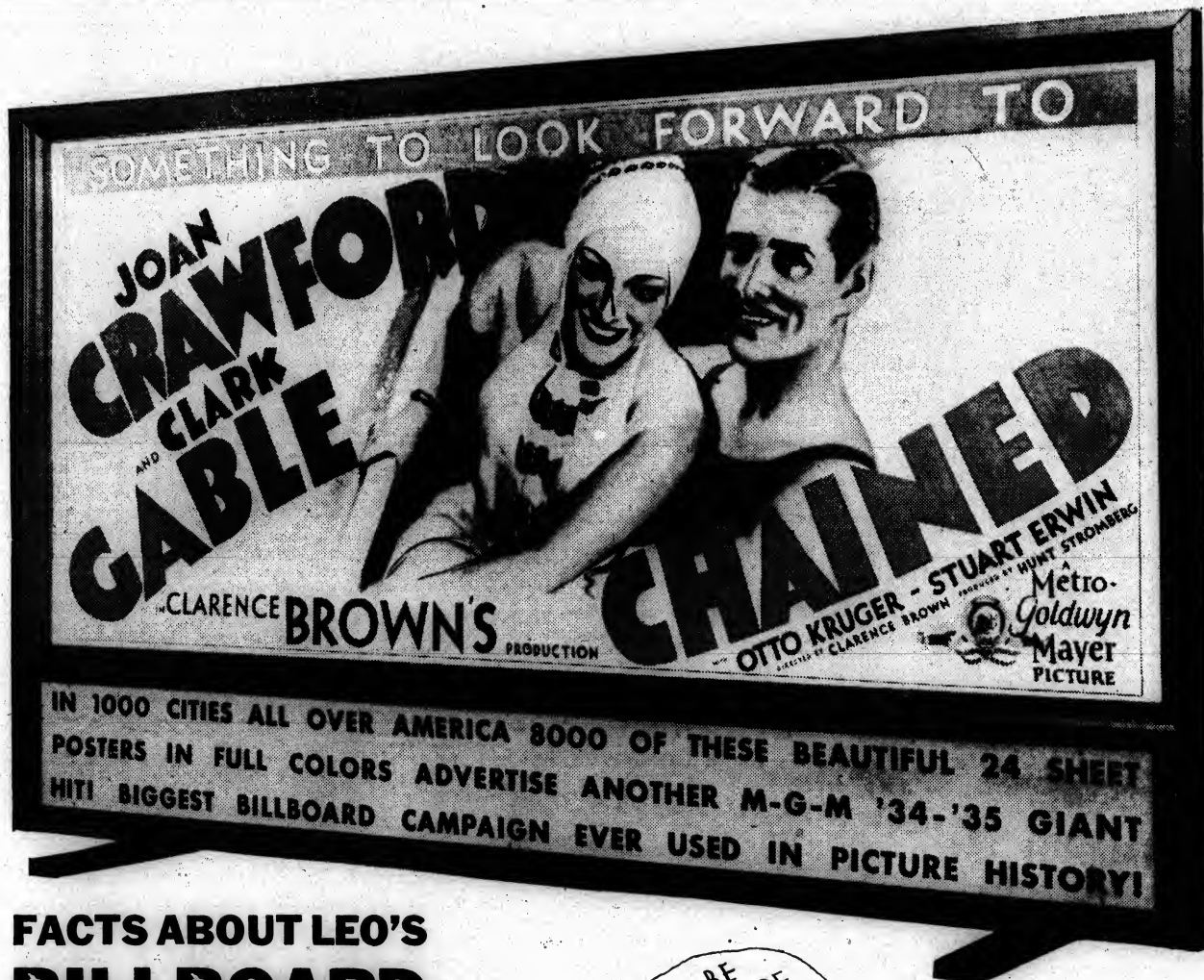
Charles Strawn, "Till We Meet," Col.

Wally Patz, directs "Sea Girl," RKO.

Paul Taylor, "Haines Herbert," Bert Siroff, Reginald Peck, "I'll Tell the World," Par.

Paul Schatz, "Till We Meet," Col.

(Continued on page 26)



FACTS ABOUT LEO'S BILLBOARD CAMPAIGN:

SCOPE: Nation-wide.

NUMBER SHOWINGS: 8,000.

NUMBER TOWNS: 1,000.

POPULATION OF TOWNS: 45,119,000.

ESTIMATED READERS: 112,788,000 daily. According to scientific compilation by National Outdoor Advertising Bureau.

TYPE OF DISPLAY: Standard 24-sheet poster panels, set with borders of lattice work and moulding which are painted green; illuminated at night traffic points.

SIZE OF PANEL: 12 feet high; 25 feet long.

LOCATIONS: Strategic city points; highways entering cities; along railroads; inter-urban trolley and bus line terminals, etc.

FIRST POSTING: Joan Crawford and Clark Gable in "Chained."

POSTING TO START: August 15th.

"HELLO MAMA --- I'LL BE
DELAYED AT THE OFFICE
AGAIN TONIGHT --- I'VE JUST
COMPLETED THE BIGGEST
BILLBOARD CAMPAIGN
IN MOTION PICTURE
HISTORY!"



MAGAZINES! BILLBOARDS! MARCHES ON!

CALENDAR OF CURRENT RELEASES

(Continued from page 23)

Little Men, What Now? Drama. Margaret Sullivan, Douglas Montgomery. Dir. Frank Howard. 97 mins. Rel. June 4.

Love Captives Drama. Nils Asther, Gloria Stuart. Dir. Max Marcini. 61 mins. Rel. May 23.

Love Birds Comedy. Slim Summerville, Zasu Pitts. Dir. Wm. Selzer. 60 mins. Rel. March 12. Rev. May 23.

Million Dollar Ransom Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Roth. 61 mins. Rel. Sept. 10.

More Rovers Drama. Diana Wynyard, Colin Clive. Dir. James Whale. Rel. Aug. 6. 88 mins.

Poor Rich, The Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 75 mins. Rel. Feb. 26. Rev. May 16.

Romance in the Rain Comedy-drama. Roger Pryor, Victor Moore and Heather Angel. Dir. Stuart Walker. Aug. 15. 75 mins.

Smoking Gun Western. Ken Maynard. Rel. June 11.

There's Always Tomorrow Drama. Frank Morgan, Lois Wilson. Dir. Ed. Sloman. Rel. Sept. 17.

Uncertain Lady Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Karl Freund. 63 mins. Rel. April 23. Rev. Aug. 19.

Wake Up and Dream Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Sept. 24.

Wheels of Destiny Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 3.

Warner Brothers Offices: 321 W. 44th St., New York, N. Y.

As the Earth Turns Epic in the romance of American life and a revelation of the character of the New England farmer taken from the story of Gladys Hasty Carroll. Dir. William Wyler. 100 mins. Rel. April 17.

Dr. Monica Drama of woman who tries to help her hubby's girl friend. Kay Francis, Warren William, Jean Muir, Verree Teasdale. Dir. William Keighly. 65 mins. Rel. June 23. Rev. June 24.

Friends of Mr. Sweeney Comedy-drama of the brownie husband who turns the big trick for his newspaper. Charlie Ruggles, Ann Dvorak, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 68 mins. Rel. July 7.

Herold Teen Hilarious comedy romance which brings to life on the screen the characters of Carl Edie comic strip. Hal LeRoy, Rochelle Hudson, Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 66 mins. Rel. April 7.

Hers Came the Night Comedy-drama of a girl who tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 83 mins. Rel. July 21. Rev. July 24.

He Was Her Man Action melodrama of the gal who double-crossed herself in love with her man. Frank Buck, James Cagney, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. June 16. Rev. May 22.

Key, The Fighting for love while the Sinn Fein and the Black and Tan crossfire during the Irish trouble of the 1920s. William Powell, Edna Best, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barry Drama of the lady who made history all up and take notice, with comedy twist. Dolores del Rio, Reginald Owen, Cedric Perkins, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. July 14.

Merry Wives of Reno Comedy-farce of the Reno divorce mill in action. Margaret Lindsay, Ronald Reagan, Guy Kibbee, Glenda Farrell, Frank Herbert and Frank McHugh. Dir. H. Bruce Humberstone. 64 mins. Rel. May 12. Rev. June 12.

Modern Hero, A Based on the novel by Louis Bromfield, opening with the gay romance of a young man, carrying the hero through tremendous financial battles to a captain of industry. Richard Barthelmess. 70 mins. Jean Muir, Marjorie Rameau, Verree Teasdale. Dir. G. W. Pabst. Rel. April 21. Rev. April 24.

Personality Kid, The Farce-melodrama of the ham and beaner that turns into a real champagne with wifery. Pat O'Brien, Glenda Farrell, Claire Dodd, Henry O'Neill. Dir. Allan Crossland. 68 mins. Rel. July 14. Rev. Aug. 7.

Smerty Comedy of the wife who wanted to commute between husbands. Joan Blondell, Warren William, Edward E. Horton, Frank McHugh and Claire Dodd. Dir. Robert Florey. 64 mins. Rel. May 26. Rev. June 26.

Upperworld Drama by Ben Hecht dealing with a millionaire's adventures with a chess girl. Warren William, Mary Astor, Ginger Rogers, Dickie Moore. Dir. Roy Del Ruth. 70 mins. Rel. April 23. Rev. May 23.

Miscellaneous Releases

Are We Civilized? (Napalm). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June 10.

Ariane (Blue Ribbon). British mad story of a woman who pretends sophistication to win her love. Elizabeth Bergner, Percy Marmont. Dir. Paul Czinner. 50 mins. Rel. April 1.

Badge of Honor (Mayfair). Masterbabe in a original outdoor picture. Dir. Spencer Bennett. 62 mins. Rel. April 15. Rev. May 29.

Beyond Bengal (Showmen). Animal picture with narrative. 65 mins. Rel. May 15. Rev. May 22.

Blue Steel (Blue Star). John Wayne Western. Dir. R. N. Bradbury. 54 mins. Rel. July 10.

Cheaters (Liberty). Paroled convicts find love through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 65 mins. Rel. May 18.

Cross Streets (Invincible). Story of a down and out actor who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rel. July 10.

Dancing Man Gigolette story. Reginald Denny, Judith Allen. Dir. Al Ray. 64 mins. Rel. June 10.

Drums of Voodoo (International). All-Negro cast in screen version of stage play Louisiana. Dir. Arthur Hoorl. 70 mins. Rel. May 7. Rev. May 15.

Guilty Parents (Joy Dee Kay). Sex education story. Jean Lacy, Glen Böles. Dir. Jack Townley. 55 mins. Rel. April 10.

Hired Wife (Cinecra). Man gets a bride to get a fortune and falls in love with her. Greta Niesen, Weston Hyatt. Dir. Geo. Mefford. 60 mins. Rel. March 18.

Lost Jungle (The Mascot). Circus-jungle story. Clyde Beatty. Dir. Armand Schaefer. 60 mins. Rel. June 10.

Picture Bride (Allied). Story of the Brazilian diamond mines. Dorothy Mackall, Regis Toomey. Dir. Phil Rosen. 60 mins. Rev. May 29.

Unknown Soldier Speaks (The Lincoln). War clips with a new angle. 70 mins. Rel. May 23.

What's Your Racket (Showmen). Familiar gunster frameup. Regis Toomey, Noel Francis. Dir. Fred Guld. 60 mins. Rel. Jan. 1. Rev. March 6.

White Heat (Seven Seas). Love on a Hawaiian plantation. Virginia Cherrill, Mona Maris, David Newell. Dir. Lois Weber. 60 mins. Rel. June. Rev. June 19.

Wine, Women and Song (Chadwick). Lillian Tashman's last picture. Buckle stage story. Lillian Tashman, Lew Cody. Dir. Leon D'Ussau. 64 mins. Rel. March 27.

Woman Untraced (Goldsmith). Story of a policewoman. Lucille Gleason, Skeets Gallagher. Dir. W. J. Cowen. 68 mins. Rel. April 24.

World in Revolt (Moutone). News clips with comment by Graham McNamee. 69 mins. Rel. June. Rev. June 12.

Foreign Language Films

(Note. Because of the slow movement of foreign films, this list covers one year of releases.)

(Most are titles available with English titles.)

Adieu Les Beaux Jours (Fr) (Ufa). Greek romance. Brigitte Helm. Dir. Andre Beucler and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 7.

Airplane (Capitol). Test tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

Bettelstuden (Ger). (General). (Ger) Operetta. Dir. Viktor Jansson. 80 mins. Rel. April 15.

Blonde Christi (Dis). (Ger) (Bavarian). Musical. Karin Hardy. Dir. Franz Seitz. 75 mins. Rel. Feb. 15.

Broken Shoes (Huns) (Amkino). Child reaction to politics. Anti-Hitler. Dir. Margarita Baskaya. 80 mins. Rel. March 15. Rev. April 1.

Chalutzim (Hebrew) (Acad). Jewish talker made in Palestine. Dir. Alexander Ford. 70 mins. Rel. March 15.

Ciudad de Carton (Le Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Incarnada. Dir. Louis King. Rel. Feb. 15.

Crown of Thorns (Kinematograph) (Ger) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. Rel. March 15.

Cruz Y La Espada (Le Sp) (Fox). Historical romance. Jose Mojica. Dir. Frank Strayer. 75 mins. Rel. Feb. 1.

Deux Orphee's (Le Fr) (Blue Ribbon). Costume melodrama. Yvette Guilbert. Dir. Maurice Tourneur. 90 mins. Rel. Feb. 1. Rev. Feb. 15.

Des Mujeres y un Don Juan (Esp). Romantic comedy. Dir. Jose Bucha. 90 mins. Rel. Feb. 15.

Dream of My People (The Jewish) (Palestine). Silent travelogue of Palestine with records by Cantor Rosenblatt. Dir. Joe Fox. 60 mins. Rel. Feb. 15.

Ein Gewisser Herr Graf (Ger) (Capitol). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

Ein Toter Koffer (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Gerron. 70 mins. Rel. May 1.

Eine Stadt Sticht Kopf (Ger) (Capitol). Farce. Dir. Gustav Grunewald. 70 mins. Rel. Jan. 15.

Einzelne Prinzen Junges Liebes (Ger) (Ufa). Romantic comedy. Willy Fritsch. 70 mins. Rel. March 15.

En Glad Gutt (Norwegian) (Scandinavian). From Bjornson's novel. Dir. John Brunius. 80 mins. Rel. Nov. 15.

Enemies of Progress (Rus) (Amkino). Last of the Czarist generals. Dir. Berensky. 85 mins. Rel. Jan. 15. Rev. Jan. 15.

Es Wird ein Vierter Sasser (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Gerron. 65 mins. Rel. Jan. 1.

Feldherrnhugel (Ger) (Bavarian). Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.

Frau Lehman's Tochter (Ger) (General). Melodrama. Hansi Niese. Dir. Carl Heinz Wolff. 62 mins. Rel. Oct. 15.

Frauen-Felsch Verbunden (Ger) (Capitol). Musical comedy. Trude Berliner. Dir. E. W. Emo. 70 mins. Rel. Jan. 15.

Frechdachs (Ger) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Geliebte (Ger) (General). Mystery comedy with music. Max Adabert, the Fratellini. Dir. Friedrich Zeinik. 87 mins. Rel. Dec. 1.

Gehetzte Menschen (Ger) (Filmchoise). Drama of father love. Dir. Friedrich Feher. 70 mins. Rel. June 1.

Geld Regiert die Welt (Ger). Domestic comedy. Gustav Froelich, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Girle in Uniform (dubbed English) (Ger) (Filmchoise). Dorothea Wieck and Hertha Thiele. Dir. Richard Oswald. 80 mins. Rel. March 1.

Gluckseligster der Welt (Ger) (Capitol). Boarding house romance. Felix Bressan. Dir. Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

Heideschmelze (Le Sp) (Karlson). (Ger) (Ufa). Nazi back to the farm propaganda. Dir. Carl Heinz Wolff. 70 mins. Rel. April 15.

Heil on Earth (Ger) (Garrison). (dialog in five languages). Horrors of war. Dir. Victor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 6.

Heilheuer (Ger) (General). Farce. Max Adabert. Dir. Eugen Thiele. 70 mins. Rel. April 15.

Hochtourist (Ger) (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeiler. 70 mins. Rel. Jan. 15.

Ich Glaub Nie Mehr an Eine Frau (Bavaria) (Ger). Life of a sailor. Richard Tauber. Dir. Carl Boese. 80 mins. Rel. Oct. 1 to Oct. 24.

Inge und die Millionen (Ger) (Ufa). Romantic crook drama. Brigitte Helm. 60 mins. Dir. Erich Engel. Rel. April 15.

In the Land of the Soviets (Rus) (Amkino). Newsreel compilation of past year. 65 mins. Rel. July 1.

In View of the East (General). Musical. Dir. Gustav Froelich. 70 mins. Rel. May 15.

Iza Nani (Hung). Produced, written and starring Sari Fedek. 80 mins. Rel. June 1.

Juarez V Maximiliano (Esp) (Col). Mexican royalty's fall. Dir. Miguel Torres. 70 mins. Rel. May 1.

July 14 (Protex) (French). Sentiment to music. Annabella. Dir. Rene Clair. 75 mins. Rel. Oct. 15. Rev. Oct. 24.

Kera Skaten (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.

Lachende Erben (Ger) (Ufa). Farce. Max Adabert. Dir. Max Opheue. 77 mins. Rel. Nov. 15.

Laughter Through Tears (Yiddish) (Worldkino). From a Sholom Aleichem novel. Dir. G. Critcher. 75 mins. Rel. Nov. 15. Rev. Nov. 21.

Liebe und Laster (Ger) (Ufa). Comedy drama with music. Dir. Hans Steinhoff. Rel. March 15.

Luegen auf Ruegen (Ger) (General). Farce. Otto Wallburg. Dir. Viktor Jansen. 80 mins. Rel. Dec. 15.

Meisterdetektiv (Ger) (General). Mystery satire. Weiss Ferdi. Dir. Frank Seitz. 75 mins. Rel. Feb. 1.

Melodia Prohibida (Sp) (Fox). Musical fantasy. Jose Mojica. Dir. Frank Strayer. 70 mins. Rel. March 15.

Milady (General) (French). Sequel to Three Musketeers. Dir. Henri Diamant-Berger. 70 mins. Rel. Sept. 1. Rev. Sept. 12.

Mile Mitouche (French) (Protex). Charming love story. Raimu. Dir. Chas. David. 80 mins. Rel. Nov. 15.

Moj Wujaszek z Ameryki (Polish) (Capitol). Musical comedy. 120 mins. Rel. Oct. 15.

Mother (Rus) (Garrison). Based on a Gorky novel. Dir. V. I. Pudovkin. 70 mins. Rel. June 1.

Mutter Der Kompanie (Ger) (Bavaria). Military farce. Weiss-Ferdi. Betty Bird. 70 mins. Dir. Franz Seitz. Rel. March 1.

Oed the Wanderer (Palestine) (Hebrew). Life in Palestine. Dir. C. Halahmi. 60 mins. Rel. May 1.

Parade Reserwistow (Polish) (Capitol). Military musical. Dir. Michael Wazynski. 75 mins. Rel. May 1.

Patience (Le Sp) (Karlson). (Ger). 80 mins. Rel. Sept. 15.

Petersson Bander (Swedish) (Scandinavian). Comedy-drama with music. Dir. Per-Axel Branner. 80 mins. Rel. Feb. 15.

Prokurator (Pol). Tense court drama. Dir. M. Wazynski. 80 mins. Rel. May 15.

Quick, Koenig der Clowns (Ufa) (Ger). Comedy. Lillian Harvey, Hans Albers. Dir. Robert Siodmak. 80 mins. Rel. Dec. 1.

Romantic Neeche (Ger) (Bavaria). Romantic mystery. Liane Haid. Dir. Carl Boese. 70 mins. Rel. June 15.

S. A. Mann Brand (Ger) (Bavarian). Nazi propaganda. Dir. Frantz Seitz. 70 mins. Rel. May 29.

Saison in Kairo (German) (Ufa). Musical comedy. Renate Mueller, Willy Fritsch. Dir. Reinhold Schunzel. 80 mins. Rel. Dec. 15. Rev. Dec. 25.

Seng d'un Reue (French). Jean Cocteau's idea of modern film. 60 mins. Rel. Nov. 1. Rev. Nov. 7.

Schickel der Renate Langen (Ger) (General). Domestic drama. Mady Christian. Dir. Hans Lederer. Dir. Felix Guenther. 70 mins. Rel. May 1.

Simple Sailor (Huns) (Karlson). (Ger). Farce. Trude Berliner. Dir. Max Mack. 70 mins. Rel. Feb. 1.

Sobre Las Olas (Mex) (Latin). Historical romance. Dir. Ramon Peon. 70 mins. Rel. March 1.

Serment (Le Fr) (Protex). Heavy drama of love. Dir. Abel Gance. 90 mins. Rel. March 1. Rev. March 20.

Sohn Der Waise (Swedish) (Scandinavian). Alpine drama. Luis Trenker, Renate Mueller. Dir. Mario Bonnard. 75 mins. Rel. Oct. 15.

Sombra de Pancho Villa (Sp) (Col). Life of the Mexican bandit chief. Dir. M. C. Torres. 70 mins. Rel. March 1.

Spy, The (Polish) (Capitol). Drama. 80 mins. Rel. March 1.

Stern von Valencia (Ger) (Ufa). White slave traffic in Europe. Liane Haid. Dir. Alfred Zeiler. Rel. April 15.

Storch Hat Uns Getaut (Ger) (General). Lili Dagover. Dir. Herman Kosterlitz. 80 mins. Rel. Nov. 15.

Tante Gustl Kommandiert (Ger). Romantic comedy. Hansi Niese, Max Adabert. Dir. Carl Heinz Wolff. 70 mins. Rel. May 1.

Taugelich (Ger) (General). Farce. Trude Berliner. Dir. Max Mack. 70 mins. Rel. Feb. 1.

Tochter Der Legation (Ger) (General). Military musical. Anny Ondra. Dir. Carl Boese. 70 mins. Rel. April 1.

Trenck (Ger) (General). Military drama. Dorothea Wieck. Dir. Hans Paul and Ernst Neuchow. 80 mins. Rel. April 1.

Und es Leuchtet die Fuzia (Ger) (Ufa). Musical romance. Wolf Albrecht. Rel. Dir. Heinz Hille. 80 mins. Rel. Jan. 15.

Unsere Fahne Flattert Uns Voran (Ger) (Ufa). Hitler propaganda. Heinrich Koenig. 80 mins. Rel. May 1.

Varkuete Braut (Ger) (Kinematograph). Smetana's opera diluted. Jamila Novotna. Dir. Max Opheue. 80 mins. Rel. April 15. Rev. May 1.

Vi Son Gar Kokev (Swedish) (Scandinavian). Musical. Rel. April 15.

Volga Volga (Fr) (dubbed English) (Kinematograph). Adventure of a Cossack. Robin Hood. 70 mins. Rel. Dec. 15. Rev. Dec. 25.

Wanderer (Le Sp) (Karlson). (Ger). Story of Hitler regime. Ben Ami. Dir. George Rolland. 70 mins. Rel. Oct. 15. Rev. Oct. 24.

Wie Mann Maenner Fesselt (Ger). Franziska Gal. Musical comedy. Dir. Carl Boese. 70 mins. Rel. May 1.

Wie Sag ich's Meinen Mann (Ger) (Ufa). Farce. Renate Muecher. Dir. Reinhold Schunzel. 70 mins. Rel. Jan. 15.

Wenn O Heide (Max) (Karlson). (Ger). Comedy with music. Renate Mueller. Dir. Frank Wenzler. 80 mins. Rel. Nov. 1.

Key to Address

Acme, 56 East 14 St.
 General Foreign Sales, 729 7th Ave.
 Jewish American, 659 Ninth Ave.
 Kinematograph, 723 Seventh Ave.
 Protex, 723 Seventh Ave.
 Bavaria Film, 459 Fifth Ave.
 Blue Ribbon Films, 154 W. 55th.
 Capitol Film, 630 Ninth Ave.
 Fox, 340 Madison Ave.
 Fox Film, 340 Madison Ave.
 Fox Film, 154 West 55th.
 Filmchoise, 609 Madison Ave.
 Garrison Films, 729 Seventh Ave.
 General Foreign Sales, 729 7th Ave.
 Jewish American, 659 Ninth Ave.
 Kinematograph, 723 Seventh Ave.
 Protex, 723 Seventh Ave.
 Bavaria Film, 459 Fifth Ave.
 Blue Ribbon Films, 154 W. 55th.
 Capitol Film, 630 Ninth Ave.
 Fox, 340 Madison Ave.
 Fox Film, 340 Madison Ave.
 Fox Film, 154 West 55th.
 Filmchoise, 609 Madison Ave.
 Worldkino, 1501 Broadway.

Studio Placements

(Continued from page 23)

Kruger, Winter Hall, William Von Brincken, 'Pursuit of Happiness,' Par.

John Russell, scripting 'Sea Girl,' RKO.

Paul Nicholson, Cecil Elliott, Olat Hytten, Frank Reicher, 'Secret of the Chateau,' U.

Charles Mayson, writing original for 'Ray Francis,' WB.

Tom Buckingham, F. Hugh Herbert, scripting 'Concealed,' WB.

Robert N. Lee, treating 'Invitation to a Dancer,' WB.

Gene Solow, adapting 'While the Patient Sleeps,' WB.

William Powell, Myrna Loy, 'Rosalind Russell, Evelyn Prentice,' MG.

William K. Howard, directs 'Evelyn Prentice,' MG.

Charles Williams, 'Secrets of the Chateau,' U.

Paul Porcasi, 'Enter Madame,' Par.

Jack Robinson, designing sets for 'Gambling,' H. Franklyn.

Gus Kahn, Walter Donaldson, lyrics and music, 'The Great Ziegfeld,' U.

Edmund Scott, 'Code of the West,' Par.

Florence Reed, 'Great Expectations,' U.

Paul Lukas, 'King of the Ritz,' WB.

Joe Keaton, 'What Every Woman Knows,' MG.

Jack Wagner, Richard Wallace, collaborating, 'Little Minister,' RKO.

Grant Mitchell, '365 Nights in Hollywood,' Fox.

Anna Gombell, 'Lemon Drop Kid,' U.

Emilia Leavall, 'Singer of Naples,' WB.

Phil Panser, 'Fire Bird,' W. B.

Harry Horvey, Lou Brock, collaborating, 'Ho for Shanghai,' RKO.

Henry MacRae, production manager, 'Tulipin Tommy,' U.

Arthur Sheekman, 'The Porria, collaborating on next Cantor film, Goldwyn.

Paul Green, Edwin Knopf, collaborating on next Anna Sten film, Goldwyn.

Edmund Brees, Lona Andre, Molly O'Day, Matt McHugh, Frank McGlynn, Sr., 'Stratosphere,' M.G.

Haymond Milland, 'Menace,' Par.

W. C. Fields, untitled pic, MG.

Charles Starrett, 'Just Out of College,' WB.

Henry Armetta, May Beatty, Douglas Fowley, 'Night Life of the Gods,' U.

Frank Morgan, 'By Your Leave,' RKO.

Jack Mulhall, Edmund Burns, 'Broadway Bill,' Col.

W. S. Van Dyke, directs 'Forsaking All Others,' MG.

Charles Wilson, Del Henderson, Edwin Gargan, 'Lemon Drop Kid,' Par.

Hans Von Moorhart, George Billings, Alice Allen, 'Pursuit of Happiness,' Par.

Frederick Stephani, scripting 'All the King's Horses,' Par.

William Drake, treating 'Shoe the Wild Mare,' Par.

Franz Schulz, untitled pic, BIP.

Steffi Duna, 'Sea Girl,' RKO.

Hermes Pan, reels dances 'Kensucky Kernels,' Radio.

Contracts

Hollywood, Aug. 13.

Paramount giving writer tickets to Claude Rains, Frank Partos and Herbert Fieles.

Vicki Baum gets nine months contract to write for Metro.

Jack Coogan and Douglas Blackley, signed stock options, signed by Par.

Warners lifts option on Ann Dvorak.

Rosita Diaz, actress in Spanish versions, given six months contract by Fox.

Leonard Skinskins year's writing pact from Sam Goldwyn.

Ray McCarey signed by Columbia to direct.

Col. has optioned Leo Bulgakov for another six months as dialog director.

Sam Goldwyn has ticketed Arthur Sheekman and Nat Perrin for added year each, which will give writers 27 months of work on UA lot.

John Barrymore has ticketed to write at Par. First is 'Dad's Day,' treatment with Dale Van Every.

Paramount has extended contracts with Patterson McNutt, writer, and Raymond Milland, actor.

Columbia picked up option on James Blakeley after seeing him in his first film, 'Captain Hates the Sea.'

Columbia options Leo Bulgakov for six months more.

Florence Rice, Robert Allen got six months added to their contracts.

Warners has optioned Carmen Rios for five more Spanish pictures. Warners has lifted option on Rios.

Nunnally Johnson's contract renewed for another year at Paramount.

Universal took up another six months' option on Onslow Stevens.

Warners has given Anita Louise a term.

IN ENDLESS PROCESSION..

"The Life of Vergie Winters" . . . "Of Human Bondage" . . . *Soon . . . the new musical* "Down to Their Last Yacht" . . . *Ann Harding in "The Fountain" . . . Irene Dunne and John Boles in Edith Wharton's "The Age of Innocence" . . . Miriam Hopkins, "The Richest Girl in The World" with Joel McCrea... Fred Astaire and Ginger Rogers in "The Gay Divorcee" . . . Hepburn in "The Little Minister" . . . "Anne of Green Gables" ...and on and on in endless procession.*

**BIG PICTURES
FROM
RKO-RADIO**

Exploitation

(Continued from page 19)

had three different acts with a question mark in their billing.

One old timer worked the stunt to good effect not so long ago. For several months he had question marks of varying sizes cut from all odd scraps of heavy pasteboard. When he had accumulated 150, he painted them in gold, silver and colored metallics, strung them on cords and lined the under side of his marquee with these, playing a couple of spotlights on them, so they could sway.

The result was astonishingly good when used for a question title, and now they are stored away for use a year hence. Another manager gained much the same result with about 250 hearts, treated similarly, but all painted red. The underlying idea in both cases was to make the lobby so completely different that it was bound to attract attention. It works on much the same idea as a display of pennants, but is better in that it is less usual and has a direct application to the title being sold.

Pass It Along

Recently a man in British Columbia wrote he had been reading *Variety* for several years, though he was not in show business. Lately he read an item in this department which he adapted to his own business and it netted him more than the money he had spent for the paper for several years.

There are plenty of suggestions in these pages which can be worked over for commercial use without theatre co-operation. Might be a good idea now and then to sell merchants a suggestion as to just the time you will need them for your own stunts. Show them by demonstration that exploitation pays them and they'll be the more ready to come in with you on your joint stunts.

When Claud Saunders was organizing his once-famous exploitation staff he told them to help the manager to exploit other than Paramount releases on the argument that it helped get the manager interested in Paramount exploitation. Some of the boys went further than that. They sold the merchants the same way.

They would drop in on a storekeeper, make some small purchase and engage him in conversation, suggesting some idea to move a particular item or better the general trade. Next time they came around he would be ripe for stunts in co-operation with the theatre. It was regarded then as part of the day's work. It's a good idea to revive, if you cannot use a stunt and a storekeeper, take it over to him, or, better still, get him reading *Variety* for himself.

Snappy Comeback

James H. A. Stiles, in a reminiscent mood recalls the time when Union Square was still the lower end of the Hialto and not merely the place where Klein stores overrun the blocks.

Eddie Weil he writes, was managing one of the two houses in the block on 14th street between 17way and University Place. Weil got one

of the first of the jungle pictures and to exploit it he lined the lobby with stuffed wild animals. His competitor promptly shot out a sign: "Our show is in the theatre; not on the sidewalk."

Quite possibly it was Adolph Zukor who did the snatching. He had one of the two theatres down there, both of them with a three-story-high display of stock melo-drama posters.

On the Alert

Those on the inside are chuckling over a recent predicament in which a small exhibitor found himself. For four years he had been touting one of the brands he booked as the cream of the output. He did so convincing a job that he sold his competitor who outbid him for the coming season's product. First the exhibitor knew about it was a full page announcement that the other house would have his program's backbone. The following issue the paper had another page display the cream of which was the line, "For years we have advertised that when better motion pictures were made, the Grand would show them. That is why we have changed to Blank Pictures for the coming season." With a blurb for the early releases on the new programs. It was from the position of the exhibitor, and leaves him still in the top position.

Another manager suffered from a trenchant criticism which was his sidewalk in a filthy condition. He stuck a large sign on the pile of earth which ran, "All the dirt is on the sidewalk. Our picture is the approval of the League of Decency."

In another instance the print of a comedy was in poor condition and there were frequent breaks at the evening performance. Next morning the newspaper told that "our operator laughed so hard at the picture last night that he let the film break three times. It won't happen tonight." It lifted the curse from the mishap and substituted a laugh.

Hitting Back

In face of the Legion of Decency, Walt Van Camp, manager of the local loop Tower, pulled one in handling "Born to Be Bad." Pic with such a title was figured tough but Van Camp decided to test his public.

Awake to the fact that the town was fed up on current stultif pro-fanity all of which has been pretty rapid since the "Legion" got going. Van tossed in "Bad" on a Wednesday with his newspaper ads showing a bare back of Loretta Young plastered with a chili-rabbit young. Boldly blazoned at the head was "Not for Children!"

Local rags took up the stunt, commenting on Van's fearlessness in hazarding host from blue-nose groups, and in face of conditions generally, and the public flocked in. Result was a h.o. for a full seven days. Tower usually playing split weeks.

More than 85% of the customers were women, and the box office register showed figures which outstripped anything that Tower has done for years and years.

Long Distance Billing

The gag may be an old one but Jack Simmons, manager of the Poli theatre, found it a new one so far as Hartford is concerned. Securing a powerful range telescope he spotted a half sheet poster of "Treasure Island" on the top of a gas company tank more than a mile away, with the vision finder trained on the card. The telescope, located in front of the theatre, drew hundreds daily.

In addition, Simmons lined up with department stores to hold daily treasure hunts in the stores for children and grownups, with the result that the film not only secured plenty of publicity but lots of newspaper space without cost.

Goodwill Gags

Some years ago there was more or less of a drive on goodwill ideas, mostly in the form of ticket presentations, the idea being that the recipients would be proud of their distinction and become walking advertisements for the theatre.

Proctor, manager of Colorado Springs, had the most elaborate idea in the form of a courtesy bond which carried 12 coupons, each good for admission to the theatre for one month, the bond covering a year. It was his idea that a man who came in on a pass once a month would be more likely to be a regular patron when he had to pay. These bonds were not passed out indiscriminately, but sent only to those who were commended for some significant act of courtesy. People who received the bonds were proud of them and kept them on display.

The late Ralph Ruffer, at one time sent a special card for two to anyone whose name was mentioned in the local paper for an act of courtesy or consideration. This was a one-time ride and the card was in two colors and stating that the courtesy was extended for an act of public welfare.

Similar tickets were put out by others to courteous sales persons, nominated by appreciative shoppers, to careful drivers selected by the police and for similar achievements in each instance it capitalized good will and proved to be well worth the trouble.

The growth of the chain-operated circuit has distorted this idea, but it's still there for the wise managers.

Summing It Up

One angle on murder and mystery stories which seems to have been overlooked is the angle of the reader's vanity. The facts of the case are printed in detail, and the reader is provided with a space in which to write his initials. A prize needed to be hung up for the correct answer, though this might help, it is chiefly to appeal to the recipient's belief in his own cleverness and his ability to do a little Sherlocking.

Provision should be made for receiving these solutions and the solutions with the promise that the best solution will be displayed in the lobby or in some show window following the showing of the picture.

Not good as a stunt, as is obvious, but there are plenty of plays with a trick finish, and these are naturals for the stunt.

A motor was used in an intimate house to give patrons a three-minute chance to tell what they think the solution will be, the solution was worked out on the stage the week before the picture shows and the awards made the week following. This gives a person a chance to talk in public.

Handicap to giving prizes is the fact that there is always likely to be a charge that the winner had information from some other source, the picture had already played.

Lobby Effects

More than the usual attention was attracted to a lobby cutout which whistled at intervals. It seemed to be on the level and it brought people to a lobby where the picture was shown that the cutout whistled each time the theatre door was opened or shut, but that was the answer.

A bicycle pump was fastened to the door in such a position that opening the door drew out the plunger and closing forced the air out of the pump. The nozzle was hooked to a small, round, tin can which was led over to the cutout at the side of the lobby, terminating in the mouthpiece of the whistle. The tubing was connected to a pneumatic bulb, which was hooked to a pneumatic bulb, not apt to get out of order. Works hardest when the business is at the peak, but can be kept up by the door when business is slow.

On somewhat similar lines was another cutout which had eyes painted on small lamp bulbs. When the lobby shopper stood on a board in front of the cutout, the eyes lighted. Board was on short springs which held it away from contact when not weighted down. Stepping on the board closed an electrical circuit. Simple, but it made talk, and talk always makes ticket sales if it's the right sort of talk.

Selling by Sample

Manager who is planning to launch his fall season Sept. 1, which is a Saturday, has booked a particularly strong feature for the following Monday and Tuesday. Plans to keep open house on Saturday, running a comedy and two reels of the picture, stopping at an interesting point just short of the end of the second reel.

He figures that he may be throwing away a chance for Saturday business, but Saturdays have not been very good through the summer, what with a hot sun and the automobile, so perhaps he will not miss much. On the other hand, with a free show, he may get crowds in, and before he knows it, their trips, and figures that he will arouse sufficient interest in the feature to bring them all back the fol-

lowing week along with their friends.

Plans to gag it up a little with the doorkeeper at his post, but with his hands tied to give emphasis to the free admission. Doorman will have an easy chair to sit in, but no smoking, though he can read the newspaper if he wants to. Can possibly get over as a gag. Anyway it's something different, and from that angle will fan curiosity.

Something is needed to start the new season with a crack. Every-thing has been tried from street parades to Hollywood openings. A change of pace ought to help.

Helpful Guy

R. A. Patchon, LTC-plugger here, will do anything for a meal, or at least so thinks the Fair Board. The State Fair group, hoping to get some good ideas free, threw a big feed for all ad and exploitation men about town, after which each man was asked what he thought would constitute a good draw before the grandstand. Patchon, after blating himself about two bell holes, arose to state without cranking a smile:

"In my opinion, Ripley's Believe It or Not Odditorium, Frank Buck's Wild Cargo or the Ringling-Barnum circus, or possibly all three, would constitute a pretty fair drawing card."

Caught the Women

For "Here Comes the Navy," at the Brauford a big campaign has been used covering nearly every thing but Harry A. Vise, assistant in publicity, added a clever touch by adding a competition for women as a stand-in for Gloria Stuart. As the picture does not directly appeal to women this direct sales campaign to women had just the right kick to it. He promoted the photography from Drew B. Peters, who had pres-ent two photographers every day who were kept busy. As far as known here this is the first direct sales campaign appealing only to women. Anyhow, the film did the best business for months and is holding over.

Gettin' the Farmers

Des Moines. Tri-State Theatre (A. H. Blank) probably the first theatre group to disseminate propaganda at a state fair. In return for trailers at Tri-State houses, advertising the Iowa State Fair, Aug. 23-31, A. H. Corey, fair manager, is giving Blank's company free space in the machinery hall during the fair.

Tri-State's ballyhoo soft seats for the farmers; garden, garden, broilias, chairs, swings and benches while they peruse the latest press material from Hollywood on the new pure pictures and a big book of skills to help 'em forget the drought.

Picking Up an Oldie

The Hague. The big film distributors in Holland and managers of cinemas arranged a big film-bait at Zandvoort. Idea is that dancers made up like known film stars of Holland and abroad. Prizes offered by promoters of this gala night. Jury consists of film producers, journalists and artists.

Invitations have been sent out to foreign picture stars to attend and probably, several French players will come over. To be held in Casino, owned by Tushinsky, proprietor of several big picture houses in Holland. Old in America, but a new gag here.

Dinery Mirrors

Canton, O. Wallace (Doc) Elliott, manager Warner Bros. Alhambra here, has effected a clever coup with the Kroger Co. for plugging his current attractions in the big store. Elliott secured permission to use the mirrors in the store's restaurant for this purpose. His artist, with the opening of each new attraction at the theatre, paints each of the mirrors with attractive signs. The store management co-operates with the theatre and names a sundae each week after the star of the picture and the theatre artist includes several plugs for the weekly ice cream special in his mirror announcement. Several thousand persons visit the restaurant department of the store each week.

Takes a Record

Liberty Pictures' press book is not very thick, but it is unique in that seven of the eight pictures offered for next season are already made; probably the first time that any press book offered an advertisement based on 87% of completed product.

Parking Law Stunt

Los Angeles. New Idea in the showaway gag has been worked out by the Fox-West Coast Embassy here. House is distributing thousands of small cards, carrying banner line reading "New Parking Law," with body type reading that due to warm weather over a speed weekend all persons are ordered to change their parking places from street corners, lonely roads, porch chairs, etc., to cool, comfortable accommodations in the new book. Pix to be seen are then listed.

Nixed List

(Continued from page 5)

Hays is under no orders to seek a further compromise which would quiet even such skirmishes against the industry.

They joined with Hays' own lieutenant yesterday (Monday) in completely discounting reports, some of them published in the dailies, that Hays personally will intercede for the business at another session of bishops in Cincinnati. Catholic spokesmen at the same time knew of no second conference being scheduled, reminding that the church as a whole will not act until the three plan of self-censoring has been given an opportunity to prove itself.

The fact that Hays is now vacationing in Michigan, instead of in Honolulu as first intended, has no significance for major picture circles. These point out that if Hays voluntarily wants to visit Cincinnati, that is his own business.

Another angle which gave temporary weight to a revival of the Cincinnati conferences was Charlie Pettijohn's exodus from the city Friday. This has since proved to be on another matter entirely.

REDUST 'WILLOW WALK'

Hollywood, Aug. 13.

Sinclair Lewis' story, "Willow Walk," which has been on a Metro shelf since its purchase several years ago, is off for re-dusting.

Erskine Caldwell has been assigned to write a new treatment.



BEN BLUE
WARNER BROS. COMEDIES
Director
1500 Morrison Agency

"CINCH FOR LEGIT"
Says the Trade Press of

DARLENE WALKERS

Acclaimed the Outstanding Exponent
of the Dance on Two Continents

"BILLBOARD," Aug. 11
"Easily the standout, however, and a girl who should be a cue for legit work and a forthcoming name in dance circles in Darlene Walkers"

THIS WEEK (Aug. 17), METROPOLITAN, BOSTON
Direction NAT KALCHEIM

"VARIETY," Aug. 7
"Darlene Walkers, an acrobatic stepper who's as sensitive to rhythm as her limber limbs"

Dec



F&M STAGESHOWS
Experience • Service • Organization
1560 Broadway New York City
A Subsidiary of
FANCHON & MARCO, Inc.

HECHT & MACARTHUR *Click*

WHAT IS THE AUDIENCE DOING ALL THAT TIME?



AUDIENCE!... all the time!... that's why BEN HECHT and CHARLES MACARTHUR are known as the "Greatest Writing Team in Motion Pictures!"

They started something

BEN HECHT AND CHARLES MACARTHUR

... authors and collaborators on such successes as "UNDERWORLD", "FRONT PAGE", "SCARFACE", "RASPUTIN", "TWENTIETH CENTURY", "VIVA VILLAI"... launch their careers as producers and directors with "audience reaction" as their first and foremost consideration.

LASTING success in any endeavor is not to be achieved unless built on a foundation that is fundamental and basic. When BEN HECHT and CHARLES MACARTHUR started work on "CRIME WITHOUT PASSION", they started more than a motion picture! They started to establish—once and for all—that revolutionary ideas are more important to the box-office than lukewarm traditions... and that real story values and naturalness of characterization are more vital than names that scintillate on the marquee and lack lustre in portrayals on the screen. HECHT and MACARTHUR started—in brief—on the assumption that unless audiences are vitally absorbed and interested in what's going on—all the time—it can't be real entertainment!

In "CRIME WITHOUT PASSION" Ben Hecht and Charles MacArthur have crystallized their ideas with startlingly

dramatic results. They have produced an intensely absorbing and entertaining picture guaranteed to tear the heart out of audiences as the action unfolds on the screen. Seldom has so terribly fascinating a character been conceived as their central figure of the criminal lawyer who literally took women's souls apart to satisfy his insane ego. Seldom has a picture maintained so startling a dramatic tempo from start to finish. "CRIME WITHOUT PASSION" is box-office! It is told with honesty, portrayed with virility, and directed with a real sense of dramatic values and human understanding.



k with Stirring Melodrama!

"CRIME WITHOUT PASSION"

A Ben Hecht Charles MacArthur Picture with

CLAUDE RAINS • WHITNEY BOURNE • MARGO

Written, directed and produced by Ben Hecht and Charles MacArthur

Lee Garmes, Associate Director and Photographer A Paramount Release

...and they finished it!

Read What the Critics Say:

Hollywood Reporter, July 28th:

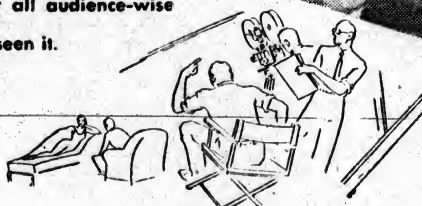
"A stirring melodrama and a darned swell piece of entertainment . . . A picture that has sufficient creeps to send any audience out talking... Hit of the picture is MARGO . . . she comes through with an astonishing performance." — Billy Wilkerson

Screen Book, October: "At last a picture of a different sort . . . opens with a flash and whips along to a furious climax . . . Packed with thrills and suspense"

Photoplay, November: "Expertly handled. Good entertainment for those who appreciate a highly dramatic story."

"A superlative piece of craftsmanship . . . is as refreshing as it is a tribute to Mr. Hecht and Mr. MacArthur." — Pare Lorentz

All of which tends to prove that HECHT and MACARTHUR not only started something with "CRIME WITHOUT PASSION" . . . but they finished it in a way to meet with the approval of all audience-wise showmen who have seen it.



NO NEW PROGRAM TRENDS

Petry Vetoes 'Free' Merchandising

Not Favorable to Arithmetic Table Solution of Station's No. 1 Vexation

Edward Petry station representation organization officially repudiates on behalf of its stations any system of merchandising similar to that recently promulgated by Free and Steininger. Latter firm in an effort to bring order and sense into the messy question of how much co-operation a station should give an advertiser set up a system of measurement for merchandising activities. This is 'free' but limited, under a unit-counting arrangement, to definitely fixed amounts.

Petry organization has been wrestling with the same ticklish problem for some time but without evolving anything as tangible as Free and Steininger. Stations in the Petry group seem at least to be against rendering marketing or supplementary assistance to advertisers without getting additional payment for such labors.

Petry takes the position that there is no such thing as free merchandizing by stations; that such service inevitably must be reflected in time rates. Therefore, argues Petry, advertisers not wanting such a service are taxed the same as those that do.

STATE OF IOWA MAY COMBINE WSUI, WOI

Des Moines, Ia., Aug. 13. Plans are being made at the present time, according to Governor Clyde L. Herring, whereby the University of Iowa station at Iowa City and the transmitter of Iowa State college at Ames are to be merged into one powerful station at Ames for educational and police broadcast.

A new wire network linking Des Moines, the capital, Iowa City and Ames, would enable all to use the facilities at great saving. "Would mean the abandonment of WSUI, Iowa City, and result in a \$35,000 annual saving to the state. Use of WOI at Ames would also avoid erection of two police broadcast units at a cost of \$30,000 as authorized by the legislature.

Behind the proposal for the consolidation of the two stations is the fact that the Federal Communications commission at present is considering the advisability of curtailing the power at WOI, Ames, because the station does not use its full time privileges.

Governor's proposal would benefit all, it is said, because it would afford more program material and permit an enlarged educational broadcast series. No curtailment of time would result to any concerned as facilities now used are only 50% normal.

Fox Leaves WMCA for WGAR, Cleveland, Post

J. Leslie Fox joins station WGAR, Cleveland, Sept. 1 as sales manager. He resigned two weeks ago as v.-p. of WMCA, N. Y., after a six weeks' connection. He hails from the general managership of WSM, Nashville.

Prior to the Cleveland job Fox will relax for a spell in Bermuda.

Harrington to KWK

Chicago, Aug. 13. John Harrington, with WGN here for two years as announcer and sports chatterer, switches down to St. Louis as program director and assistant manager of KWK. He joins that station next week.

Harrington was associated with KWK about six years ago, coming from that station to WGN.

NO BOOZE ON CANADIAN AIR

Toronto, Aug. 13. Despite the new legislative measures permitting the sale of beer and wines in hotels, the Canadian Radio Commission, federally-owned, has forbidden the advertising of such beverages by brewers, distillers and hotels over the air.

Commission, according to Chairman Hector Charlesworth, permits the broadcasting of the virtues of certain beers and wines in provinces where newspaper advertising of such beverages is permitted, notably Quebec and British Columbia, but not in Ontario, although several of the broadcasting stations here are owned by brewery and distillery companies.

GULF JOB FOR HAYES

Pittsburgh Radio Editor Hired As Air Expert

Pittsburgh, Aug. 13. Jim Hayes, for the last year radio editor of Hearst's Pittsburgh Sun-Telegraph, is leaving next week to become associated with Gulf Refining Company as radio consultant. Hayes will write, line up talent for both of company's network programs and otherwise act in an advisory capacity on all broadcasting matters.

Hayes, a former navy lieutenant, was an announcer at WCAE before taking over the newspaper post. A recent trip to South America on a Gulf tanker, details of which he recounted a few weeks ago on one of Will Rogers' Gulf broadcasts, registered an emphatic hit with oil people and was believed to have hastened his appointment, which had previously been considered for some months.

Pickens Sisters return to the Gulf show Sept. 30.

Push 'Em Up WLW

WLW, Cincinnati, is scheduled to jack up its rate another 10% Jan. 1, making the increase the station's third since going 500,000 watts. Out-let's basic hour rate, effective with the beginning of 1935, will be \$1,320. Initial boost took the rate to \$1,090 and on Oct. 1 this basic figure will be replaced with another \$1,200.

NBC is still trying to get a rate protection for the web's clients from WLW. Network customers feel that they shouldn't be subject to these boosts with each 13 weeks' renewal. WLW's rejoinder to this argument is that NBC clients can protect themselves against the station's periodic boosts by giving it a non-cancelable contract for 52 weeks.

SPORTS TAKE OVER RADIO

Chicago, Aug. 13. Sports broadcasts seem the new radio cycle. Daily scripts, variety, comedy and drama have all had their day in the radio fade line. But all indications point to the growing importance of sports for sponsorship. Advertisers and agencies are combing the field for sporting events, and are going into sports which have never before been tried. Starting with baseball, which is still the top radio sports broadcast of them all, the sponsors have spread to soft-ball, football, prize-fights, auto-racing, hockey, basketball, polo, lacrosse, motorboat races, and even horseracing.

Mrs. Elsie Wolf, secretary to Edward Klauber, CBS executive v.-p., became mother of a baby girl last week.

NBC'S WORSE-THAN-EVER TRAFFIC JAM AS WAX SHOWS TIE UP LINKS EARLY

Irremovable Clause Demanded by Spot Accounts Rebounds Against Web—Growing Influence of Special Reps Strengthens Station Indifference to Network Plight

NBC has comparatively little evening time left unsold even on the blue (WJZ) loop but where the web is being badly stymied in the matter of accumulative income from this business is its failure to produce a goodly percentage of the stations stipulated on the client's list. Closer it gets to the fall the tougher does NBC find the problem of clearing time on affiliated outlets, particularly in certain strategic spots.

What has intensified the situation for the web is the fact that spot broadcasting contracts are being handed out this season earlier than in previous years. Majority of these accounts, benefiting from experience, are demanding irremovable clauses and when the web approaches the station about making room for one of the chain's new accounts the affiliated outlet explains that the required spot is filled and adds that nothing can be about it because of the irremovable angle.

Not a few commercials will debut on the two links this fall with important points of distribution missing from their hookups. And it won't be because these accounts hadn't asked for them. Ad agency men complain that the accounting to their clients for these gaps is responsible for more wear and tear on their nerves than any other phase of their business lives. The

average client, accustomed to getting the pages he wants from a magazine, can't understand why a network is unable to produce the towns listed in its rate card.

Another commonly adopted procedure among affiliated stations that spells trouble for NBC has to do with the pledging of network niches to spot broadcasting clients. After the outlet has received a query from its special rep about the future availability of a spot currently filled by a hookup show it inquires of the web whether the account is renewing and also the expiration date of the present contract. If the web doesn't come through with a quick and satisfactory answer the station counts off 13 weeks from the date the program started and then advises its special rep that the spot will be available after such and such date. What has made this relations angle between network and associated station an increasingly stringent one is the tendency among indie outlets to work more closely with their special reps and to take the latter's advice on what to do when the dilemma revolves around the question of network versus spot business.

The personal relationship which the special rep has developed for himself is something that is causing no little worry to the web's higher-ups.

Horse Shows, Golf, Polo On Air to Bait Swells For Brunton Regional

San Francisco, Aug. 13. Ralph Brunton and C. L. McCarthy are working on a deal for Brunton's Northern California Broadcasting System to establish remote controls in the virginial radio towns of Carmel, Del Monte and Monterey down the peninsula.

Means that the NCBBS would augment its present agricultural listening group with the society mob anxious to hear the golf tournaments, polo matches and horse shows that would be broadcast from those swank spots.

Brunton and McCarthy are talking to civic and business leaders in those towns now, and may have some deals set within the next week or so.

TOO MANY IMITATORS

Kay Van Riper Will Dig Herself New Idea

Los Angeles, Aug. 13. Kay Van Riper now heading for a vacation in New York will be back on the Los Angeles air Sept. 2 with a new program. She will discard the historical angle due to the numerous imitators of her 'Coronets' program.

A record for Los Angeles was being up by the 'Influencers' when 'Coronets' completed three years of broadcasting with its final program on Aug. 12.

ABOUT SAME AS LAST SEASON

Same Comedians but with Grave Problem of Comedy Material—One Possible Trend That May Materialize Is Heavy Drama

PLAY ROYALTY

General entertainment trend in network broadcasting as regarded from the angle of program types will differ little this fall from what it was last season. Popular music remains not only the backbone but easily 90% of the anatomy of radio diversion. Even though the rush for comedy, which marked the opening of 1933-34 season, is not particularly intensified, none of the top ranking comedies will be missing from the web fed kilocytes.

If there's any class of entertainment destined for a spread this coming season it's the straight drama. Only comedies which are slated to dish it out in full hour doses is Lux soap, with the material but versions of legit successes and the casts headed by stage and screen names. If the Lux idea clicks, it is easy to presume that by mid-season the network schedules will be thickly studded with similar programs. This situation would for the first time make the play agent an important factor in radio, with script rights going skyhigh and perhaps, as in the recent case of Ward Baking, soon reaching the point where the royalty charges prove too depressing for the advertising element. In the event a heavy drama vogue is on the probabilities also are that salary level for actors will come in for a hefty boost.

Burn Up Material
What the name comes will have to contend with most is a lack of material. In the two or three years some of them have been on the air they have exhausted the stuff accumulated over a period of perhaps 20 years. Only solution to their problem will be to start repeating their old scripts with the resort to a little revamping and dressing up here and there.

Analysis of NBC's commercial schedule for the fall indicates that the dance band is still asked as a source of loudspeaker diversion. On the red (WEAF) link Sunday nights, for instance, every account but F. W. Fitch will have a musical aggregation of that description on its payroll. A similar situation will prevail on the green and blue Thursday nights as well as Thursday. Only classical music stands poised for bankrolling on NBC is that of Packard.

Beechum is returning 'Red Davis' and Woodbury is attempting to repeat its click results on 'Dangerous Paradise' with a similar script and the Elsie Hite-Dawson combination. Outside of these and the Amos 'n' Andy perennial there are no installment affairs slated for either the red or blue loops. As happened last season, the Beechum and Woodbury serials are so booked as to follow each other in that order three nights a week.

How the evening commercial programs will run in the fall of NBC's red (WEAF) and blue (WJZ) links, according to entertainment classification, is as follows:

SUNDAY

(Red)

American Bowling Mills (Blue)
Africo—Variety
F. W. Fitch—Pop Musical Chase & Sanborn—Variety
Lyon's Topham—Pop Musical
Lehm & Pink—Pop Musical
Pamir—Pop Musical

(Blue)
Real Sisk—Pop Musical
Pleasant—Variety
Giff—Variety
Jorgensen—News
Tudman—Drama
Gibbs—Pop Musical

MONDAY

(Red)

Gibbs—Variety
Mule—Variety
(Continued on page 32)

FIGHT PEDACOC'S 25% RAID

Radio and Censorship

Radio broadcasting, while watching from the sidelines as the film industry struggles with the clean-up disciples, seems to have taken its cue that a little advance self-regulation is a healthy thing in forestalling possibilities. Not that radio is wholly free from either the threat or the actuality of censorship. It has the threat in the Tugwell bill, and the philosophy behind it, plus the malcontents of pedagogy, and it has the reality of censorship through measures already taken by the federal communications and trade commissions plus the incalculable future extensions of such official regulation.

But the self-regulatory tendency is not waiting for the wrath to fall. WPEN, Philadelphia; WBT, Charlotte, and NBC, Chicago, have just promulgated fairly drastic precepts for the submergence of the more odious forms of advertising copy. Other stations already have stiff standards. Invariably advertising copy rather than programs is recognized as the natural offender and therefore the natural attracter of censorial attention. Seldom has the typical radio program been bespoken with anything off color or off side. It's generally the sponsor's message that needs the restraining hand of discretion.

It is a well established dictum that all continuity departments, from the networks to the small regional stations, are engaged in a constant struggle with advertisers and advertising agencies to tone down, debunk, and rationalize the selling blarney. Of course a compromise is the best that's achieved. Yet more and more the radio industry perceives the menace of advertising copy that makes absurd claims, flies in the face of science and common sense, shamelessly exploits medical charlatans and, perhaps worst of all, seeks to discredit and belittle all competitive products.

Imposition of censorship by stations and networks is far better than the encouragement of an outside movement by unsympathetic reformers. It is the difference between holding a lot of drug and food accounts in the future or having them forced off the air through their own shortsightedness.

A backward step in the quality of programs has recently been taken by a group of eastern stations which have sold time to a fortune-teller. Seer is cleaning up but the stations are cheapening themselves and broadcasting generally by this recession to 1928 standards of money-getting. This, however, appears to be a retreat in the face of a general advance elsewhere.

Radio already knows what a deadly and unfair position some advertisers have forced upon the industry in insisting that sales results from radio programs shall be immediate, phenomenal, and at a minimum investment in talent and showmanship. A small town installment jeweler, impatient of every minute not given to his sales plugs, isn't so very different from some of the big sponsors who fail to remember that the sales privilege is granted and validated for entertainment rendered. Never-a-thought-for-tomorrow policies of advertisers should not be permitted to jeopardize or embarrass an industry that is bigger than its biggest customer.

SELL SPANISH RIGHTS OF CHANDU Hayloft Drama Gets a Tumble From Ad Boys

Spanish rights to 'Chandu the Magician' have been acquired by the Conquest Alliance Co. Makes the first time that an American serial originally created for air purposes has been adapted for foreign broadcast placement.

Conquest is figuring on booking the serial with an American manufacturer whose distribution includes Spanish-speaking countries in South America and the West Indies.

NBC Engineers Fined

Des Moines, Aug. 13.

C. I. Russhon, NBC employee, has been found guilty of four separate charges of pointing a gun and three of four separate charges of assault and battery. G. O. Milne, also an NBC employee, was found guilty on one charge of assault and battery. The charges were filed against the two men by each of four local boys as result of an altercation between the NBC men and the boys on Aug. 26 near Camp Dodge. Russhon was fined \$15 and Milne \$5, and their attorney has given notice of appeal to the Polk county district court and has posted appeal bond to cover the fines and costs.

Altercation occurred when the NBC men were en route to the camp to make tests for their short wave apparatus in connection with the flight of the stratosphere balloon from Rapid City, S. D. and were unable to pass a coupe driven by the boys.

Commercial broadcasting may soon start dipping into the summer theatre camp for some of its drama. Stack-Goble agency is working one of these propositions for a client. Group involves an adaptation of 'Players' by Moylan-Rose Valley, Pa., with Jasper Teeter the director.

Idea would be to broadcast direct from the group's stage a condensed play running an hour with an orchestra supplying the incidental music. Players would work without scripts.

As mapped out by the agency, the series involves a stretch of 26 weeks on the basis of one broadcast a week.

Yankee network this week re-mounts a performance with Laurette Taylor from a summer camp theatre at Ogunquit, Me.

LOS ANGELES MORE ACTIVE HENCEFORTH

Hollywood, Aug. 13.

Don C. Gillman, v.p. of NBY; A. A. Schechter, head of the company's news service, and A. A. Yoder, western publicity head, in town for several days looking over general situation with view of NBC broadening operations from this point on etherizing. With this in mind Harold Dock comes here from Fresno to leave publicity contact for chain starting August 20. Dock was VARIETY correspondent in Fresno for the past four years.

RADIO ANSWERS UPLIFT GROUP

Industry Alive to Confiscation Menace If One-Quarter of Facilities Arbitrarily Assigned to Schools, Churches

WOO PRESS

Washington, Aug. 13.

Bitter and prolonged discussion will center about investigation of the Federal Communications Commission into the question of reserving broadcasting time and channels by statute for allocation to non-profit stations and for educational, social and cultural use.

The existing licensees will fight to the last ditch to prevent Congress from snatching as high as 25% of the limited number of assignments for the sake of religious, educational, agricultural and similar organizations is indicated by the manner in which trade associations are preparing to present evidence showing the injustice of the proposal and the lack of need for such drastic action.

Strategy of commercial broadcasters will be to demonstrate as completely as possible that adequate opportunity is afforded under present setup for non-profit programs. First shot in defensive campaign was fired several weeks ago, when Merilyn H. Aylesworth, NBC head, told National Education Association convention that 'education gets a 50-50 break over our networks.'

Exact statistics on the division of time between commercial and sustaining programs, education and amusement, profit and non-profit stations, and other salient points, are being compiled for presentation to the commission by commercial operators. Will strive to show that criticism of commercial programs is unjustified and that listeners get plenty of culture and education along with their entertainment and advertising ballyhoo.

Cultural Group Will Also Fight

Although educational organizations are expected to conduct a militant attack on the current policy, it was learned that many existing stations operated by colleges, churches, labor organizations and similar licensees will join the move to block possible Congressional action. They will protest that at present they have a better break than they could expect if attempts were made to increase the number of such enterprises.

One argument which is expected to serve as a major weapon in behalf of the present policy is to the effect that, if facilities are reserved for more non-profit stations, the new licensees, in order to continue operation, will have to sell time and thus will enter direct competition with commercial enterprises.

While it is agreed that various colleges and churches, which at present lack broadcasting facilities, would like to go on the air, industry observers point out that few of the non-profit stations are in financial position to operate more than a few hours daily and that, on the whole, the number of organizations desirous of obtaining assignments for educational, welfare, religious and cultural purposes is relatively small.

Broadcasters are looking for newspaper support and are preparing to write letters to members of Congress opposing any reduction in commercial facilities, but until hearings have been wound up no move of this sort is anticipated.

Doc Brinkley Can't Get Stations to Sell Him 300 1/2-Hours on Year Deal

Dangers of Zeal

Philadelphia, Aug. 13.

A penchant for special scoop news flashes led WIP into an embarrassing situation last week. A fire at the Anchor-ore cafe, something like a Siermo flame, was publicized as a great conflagration, and dramatically aired by WIP with the clanging of sirens, fire alarms and excited announcers right from the station's remote spot.

P.S.—The 'fire' happened the night before.

Chicago, Aug. 13. Dr. John R. Brinkley, the Kansas politician and gland redecorator, is trying to organize his own chain for the advertisement of his new Del Rio hospital and gland treatment. He is contacting major mid-west stations with an offer to take six 30-minute programs across the board at 7 p.m. is willing to pay any rate the station will set up.

Doc Brinkley promises to pay for all line charges from his studio down in Del Rio, Texas, and is willing to signature for 300 broadcasts under a blanket contract.

Stations Back Away

But the doctor is having considerable difficulty in getting any station to okay the deal, despite the long-term, high rate offer. He has contacted such stations as WOO, WHO, WSM, WSB, WHAS, KSD, WDAF, and other transmitters which are the cream of the 25,000 and 50,000 watt list in the midwest. But the turn-downs are unanimous. Stations won't touch the program with a 10-foot pole and it's likely that if Brinkley is to go on the ether this fall it will again be on the one-lunged stations in cross-road centers.

Stations are leery of any Federal commission entanglements since the government has taken Brinkley off the air in Kansas and burned at the Brinkley 150,000-watt in Mexico, XER. Brinkley is still talking of opening a transmitter on a boat out in the Gulf of Mexico as a possibility if he doesn't get his big station chain ready by Oct. From the reaction of the stations it looks like Brinkley ought to start outfitting that boat.

OLDEST DRAMA PROGRAM OFF

Radio's oldest dramatic commercial, the Soconyland Sketches, washes up on NBC with the Sept. 25 broadcast. Show has been running consistently for seven years. Windup date will account for its 375th program.

Only stanza that dates farther back than Soconyland is the A & P Gypsies.

LAWRENCE TIBBETT'S \$4,000 FOR 45 MINS.

Lawrence Tibbett will head the 45-minute Tuesday night affair that Packard Motors debuts on the NBC blue (WJZ) link Sept. 18. Wilfred Pelletier will conduct the symphonic aggregation. Deal all around is for 26 weeks, with Tibbett's end \$4,000 per broadcast.

With him on the series Tibbett will be guest works whom he will introduce as coming youngsters in the concert and opera field.

ESTY AGENCY'S NEW RULE

Artists Must Reveal Other Commitments First

As the result of an experience it had with Jane Froman the William Esty agency has adopted a new policy toward artists who submit themselves for an audition. Before the agency starts talking terms the mike performer will have to stipulate on paper whether there are any other existing program obligations and whether these obligations restrict the artist's services elsewhere.

Esty agency became miffed at Miss Froman last week when it found that the warbler's contract with Pontiac prevented her from joining the cast of the proposed Camel show. Restraining circumstances were revealed after the agency had auditioned her to the account and received instructions from the Winston-Salem source to give her a contract.

It then developed that her Pontiac agreement restricted her from working for a competitive product or from doing more than a half hour weekly on a network hookup for any other account. Camel's arrangement with CBS calls for two half hour programs a week.

Miss Froman afterwards explained that she had been under the impression that the account had intended to use her, if acceptable, on only one of these half hours.

Admiration

CBS press department, New York, has started to plug the ad agency producers of its programs via the picture route. First to get a boost along this line is Herschell Williams, of J. Walter Thompson.

60 NBC ACCTS., BUT ONLY ONE 100% NEW

Lone newcomer to network broadcasting represents NBC list for the fall is the Provident Mutual Life Insurance Co. of Philadelphia. Other 60-odd accounts are either year in and year outers on the NBC books or returning prodigals, with Enna Jetlick Shoes (Dunn & McCarthy) an example in the latter respect.

For Provident it will be a quarter hour Tuesday nights, starting Oct. 2, with a historical drama filling in the space between plugs. Contract stipulates 25 stations on the red (WEAF) link.

Trade Commish Wants No More Continuities

No longer are the national webbs and local stations required to furnish the Federal Radio Commission with copies of commercial continuities. Commission figures that it has enough samples to serve its purposes.

FRC decided several months ago to inquire into the line of advertising broadcast over the air with a view to determining whether any of it was contrary to the law or contrary to the holding of unfair practices, with the result that broadcasters were asked to forward carbons of all their sponsored continuities.

DANNY MALONE

Singing
60 Mins.
Sustaining
WJZ, New York

With much blowing of trumpets and flapping of bunting, Danny Malone, a new Irish tenor, arrives on the scene, as the special NBC import. As if there weren't already an over-dose of Irish tenors on the air waves over here.

And Malone, at least on his inaugural program, wasn't any better than a number of local lads.

Story, as sent out by NBC and as announced on the air waves just before Malone bowed in, is that only a few months ago Malone was a dock hand in Liverpool, where NBC discovered him and he became an overnight sensation. Those in the U. S. with good memories will recall that story having been disseminated in the U. S. via newsreels about three years ago.

Whether the story is true or not doesn't matter, however. The fact remains that Malone has a fair to middling voice, and if he had died, could make an okay number two attraction on a variety program. More than that should not be looked for.

Kauf.

CURTIS BLAKELEE and HELENE MAE

Songs
25 Mins.
Sustaining
WGy, Schenectady

This is one of the mixed duos of trained voices heard over WGy on an early-evening program. Blakelee for sometime soloed on a supper-hour spot and then on a late-evening spot with a string ensemble. Several times this duo, teamed with Miss Mae, Blakelee is a tenor and his partner is a soprano.

Both have good voices. High soprano, clear and rangy though it is, sometimes sounds a bit sharp. Blakelee possesses a sweet, smooth tenor, plus a style which is well suited to the amplifier. He is more impressive in solos. Miss Mae's high voice, coupled with the arrangements used, tend to subordinate him in duets. Nevertheless, Blakelee's singing lends strength and balance to the twosomes. Couple confine their selections to better grade music.

They receive excellent support from Edward A. Rice, violinist, and John Fink, pianist. Rice and Fink also solo, the former drawing a deft bow and the latter fingering the ivories skillfully.

A high class broadcast. Jaco.

SUNSHINE PERIOD

With Mr. and Mrs. Allen LeFevre
30 Mins.
Sustaining
WGAL, Lancaster, Pa.

Sunshine Period is rounding out its third year on station WGAL as a sustaining daily feature. The program, originally started as a quarter hour feature, was extended to 30 minutes in its second year.

Spreading sunshine through songs, helpful messages, religion and philosophy, to invalids and shut-ins is the purpose of this feature. Birthday greetings, messages of congratulation and bits of personal news about program fans are also included.

Program has always been a strong mail puller and has enjoyed increasing popularity. It has been responsible for many instrumental appearances in addition to request radio programs.

Mr. and Mrs. Allen LeFevre conduct the program. They sing and play piano, and play the violin. In addition they bring guest musicians and speakers to the air several times weekly.

On the air daily at 4:30 o'clock.

SOCONY PLEASURE CRUISE

With Charles Silverson, Connie Gangi, Ken Loyson, Jack Driscoll, Jack Foy, Ben Weaver, Allen Sisson.
15 Mins.
COMMERCIAL
WHAM, Rochester.

Socony has signed to back this show Wednesday, Thursday, Friday nights, 10:30 with latter two nights piped to WSYR, Syracuse, via A.T. & T.

Cruise opens with steamboat whistle and swings to a strong start with deep-sea music, softening for opening credit spiel. Charles Silverson has the music stick with strong support on the lyrics by a newcomer, Connie Gangi, and WHAM's vet vocalizer, Ken Loyson. A real drawing card is Jack Driscoll as m.c. and impersonator.

Idea seems to be to toss in speculation, with Jack Foy, hilarity, and Ben Weaver, bass, providing already getting a whack at the spot. Socony has a hit provided the fans learn to like their music fast without benefit of brass. Commercial credit is palatable with Allen Sisson doing the straight plugging and Driscoll maneuvering one tie in per program.

Contract specifies 13 weeks. Placed recently by Edward Meighan of J. Sterling Getchell agency, New York.

AMATEUR HOUR

With Major Edward Bowes
Sustaining
WHN, New York

It won't be long before this Tuesday night shindig will be alienating 'em in burlesque and New York from the networks' kilocytes. For showmanship, deft handling, color and human interest appeal it's one of the slickest things yet effected by any of the New York stations. What makes this a lively, consistently interesting round of the clock isn't the idea of the amateur night itself, but the way it's handled. Major Edward Bowes, for his piloting and m.c.ing of the event and the WHN personnel responsible for the preliminary picking and the other details.

Major Bowes knows the mental and cultural strata that once helped make the naive house one of the juiciest investments in the amateur night business and it is to this class of clientele that his amateur night caters. That they probably eat it up seems assured. The humming of the switchboard through which WHN is connected, during the 8 to 9 o'clock stretch tells the story. Pulling 2,000-odd calls on a broadcast is no minor feat. Regularly when WHN's comparative status and the strong other competition surrounding it are taken into account.

While the broadcast is on they phone in to cast a vote for a favorite just aired, to make requests, or to chide Major Bowes for cutting off some candidate or for talking too much. Indeed, Major Bowes thinks a tyro's efforts has passed the indulgence point the latter is abruptly halted by the ringing of a gong. The gong idea here is a substitute for the book of the old vaude house days. Listeners frequently phone in suggesting that the major apply the gong to himself.

Talent that Major Bowes parades before his mike is of a highly varied assortment and well balanced. Though warblers as a class predominate, there's a goodly representation of m.c. and screen name impersonators and novelty instrumentalists. About the only element not included are elocutionists. That's what they pop up at the studio arrayed in costume, as did a Swiss yodeler on last week's (7) program. This yodeler, incidentally, received two phone orders for a job with the major. He was still on. One bid was from the operator of a Bavarian cafe in the Yorkville section.

Votes received by phone for the various acts are tallied and the summaries for each disclosed over the air between numbers. Few of the tryouts make it hard on the ear. They don't last long enough. It is to be regretted that what is especially surprising about the whole affair is the amount of relatively good stuff that the occasion produces. Major Bowes, revealing in another astute twist, makes it a point to round out each event with a couple of his 'finds' culled from previous amateur nights. One of these, Leo Freedman, who has developed into a regular added attraction for this stanza, packs a dramatic tenor that with proper handling could get pieces.

Lila Lee and Robert ARMSTRONG

Dramatic Playlet
COMMERCIAL
WEAF, New York

Couple of Hollywood personalities performed from NBC's New York studios on the Fleischmann Varieties. They were equipped with a tight fit trite little vehicle that might have been called 'Birds of a Feather Eventually Get Together'.

Succinctly, a dame (Lila Lee) wants \$10,000 (a lot of money even in a plot) from a tough private detective (Robert Armstrong) on the strength of a letter (the inevitable teletype ticket to Ossining). They exchange verbal thrusts, threats and wisecracks. The dick outwits the letter he should never have written. However, he likes the gal and the episode ends with the tough guy getting soft (in a hard-boiled way).

Nicely handled by the two Hollywoodites.

HARRY ROSE

Singer, Comedian
COMMERCIAL
WABC, New York

Harry Rose appeared twice during the so-called Everett Marshall Vanities (Discol) but did not command much attention as a radio personality in either try. He gave the strength of a letter (the inevitable teletype ticket to Ossining). They exchange verbal thrusts, threats and wisecracks. The dick outwits the letter he should never have written. However, he likes the gal and the episode ends with the tough guy getting soft (in a hard-boiled way).

A long-winded and rambling parody dealt with the Canadian quintuplets. This was topical and pace one human interest. Possibly the best bit of the night. It included all the standard baby jokes. And ended with a lyrical pun about Canada day. It didn't seem to be effective although at least it represented an effort on Rose's part to fortify himself for radio with up-to-date material.

Land.

ALFRED E. SMITH

Address
30 Mins.
Sustaining
WMCA, New York

Not that the Brown Derby statesman wants or would accept a radio commercial but just in case it may be set down that he would be a great bet for any sponsor. His radio audience in 1923 pre-dated Roosevelt's in size and his vigorous style has lost none of its punch.

He was in rare form as he tore into the Chamber of Commerce from his chairmanship he had just resigned. His flair for vivid yet homely phrases, his capacity to convince, and his straight-from-the-shoulder delivery all combine as before to mean a speaker that holds his audience intent upon every word.

WMCA got a swell break in having Smith. Must have been the largest listening audience of the night and pushing the so-called big four, WBAF, WABC, WJZ, WOR right out of the picture for a half hour of public events dished out in the flavor the public likes. Land.

CARE AND FEEDING OF HOBBY HORSES

Novelty
30 Mins.
COMMERCIAL
WABC, New York

Leisure League of America, address Rockefeller Center (NBC's backyard), broadcasts every Monday night at 10:30 over the CBS web a novelty program called 'The Care and Feeding of Hobby Horses'. Leisure League has pamphlets to sell at 25c each. Two bits, it is stated, covers printing and mailing costs. As this aspect is not over-stressed it is possible to credit a certain responsibility in the assertion. Selling of pamphlets is lightly alluded to in the copy in a casual manner not characteristic of typical commercialism.

Program is devoted to hobbies profitable in filling time or purses. Different personalities are selected, incidents from their lives and concerning their hobbies are dramatized. Irene Castle's mania for diletto dos is explained in terms of a rescue of herself as a girl. A Topical lady, restless of waiting for her husband to finish long office hours, develops a knack for making handkerchiefs and from this hobby a certain industry is located in Enid, Okla., gives employment to 14 full time and 60 part time workers. Sigmond Speath (personally) explains the unusual and untrained persons may make music and have high fun therefrom.

Lively music is used every now and again to whop up and maintain the atmosphere of gaiety and good times. Profitable employment of spare time either for inherent pleasure or possible pecuniary benefit is the point of the question close to millions of souls.

An enjoyable variation in radio programs. Land.

GEORGE PRICE

Singer, Comedian
COMMERCIAL
WABC, New York

George Price, doing a spurt for the 'Summer Interlude' program of Ex-Lax. With him is the pip Lud Gluskin orchestra and a nimble-digited lady named Henrietta Schumann. The piano-forte calisthenics in the platform manner, although she has been lately identified a great deal with Radio City Music Hall presentations. It all spells out good entertainment.

Notably Price. This lad has what registers for the cosmos. He has a flexible, bird-like singing voice. He has a knack for mimicry. And, finally, he has knowledge and feeling for dialog. He can slip the right music to the spoken phrase. He decorates a program such as this with zip, humor, and variety.

Land.

CAPT. BILL'S ROD AND GUN CLUB

Talk
15 Mins.
Sustaining
WINS, New York

Comedian Yip, a similar scene conducted by WGR, the Captain Bill affair is weak only in its selection of guest tale spinners. The captain himself, from the loud-spoken and the recent flailing feats of others spells good showmanship and his reports on where the creatures are currently biting best have a newsworthy element. He could to advantage drop his penchant for reading poetry.

As his guest on last Thursday's (9) inning, Capt. Bill has Bill Fleming, whom he introduced as president of the Manhattan Rod and Gun Club. Fleming's specialty apparently is going after 'em with the high-powered shotgun. Fleming is all at sea on what to him had been an exciting encounter with a pair of grizzlies in the Rockies. Tendency to use five words where one would do. At least it represented an effort on the part to fortify himself for radio with up-to-date material.

Land.

'THE O'NEILLS'

With Kate McComb, As McAllister, Jimmy Tansey, Jane West
Serial
30 Mins.
Sustaining
WOR, Newark

'The O'Neills' is a script program that has been running five days a week over WOR. It is being promoted by radio-wise Ed Wolf in the belief, no doubt, that the scarcity of script shows on the evening niches last semester makes the chances better to slip a family saga over at this time.

Emphasis of the O'Neills is Irish. It compares naturally and readily to Gertrude Berg's 'Rise of the Goldbergs' of Yiddish emphasis in general character, although unlike in literary and acting style. Instead of the soft casualness of characterization, the mellow humanity of the Berg narrative, this story bears down on the sharper notes of family hokum comedy. It is reminiscent of the domesticity in the vaudeville sketches and plays of George Kelly, Harry Delf, Anne Nichols and authors who found in other days a profitable theme in the everyday details of lower class clanishness.

'The O'Neills' like all scripts should probably not be classified too easily on the basis of one hearing. Its installment here has the house abed from an accident and the neighborhood through the convivance of a busybody supplying him with a bedroom banquet. It seems obvious that author, Jane West (also a member of cast), is chiefly concerned with the trivia of family existence. This emphasis upon petty matters, near to the hearts but far from the realm of orthodox drama, has accounted for the success of lots of radio scripts. There is a natural affinity between the domestic and the radio strip. Characterizations are done with a broad brush. Fine etching is missing. Dialog is exuberant with sentimentality and artfully striving to hit the common denominator of large masses of non-discriminating mortals. And may succeed. Land.

MILTON BERLE

Comedian
COMMERCIAL
WEAF, New York

Comical cues has been on the air before, doing from fair-to-middling to excellent. In the guest program for Rudy Vallee is different to the degree that the master emcee of other people's material is now paying his own money to an author.

It was a pretty slick comedy script he handed Berle. It had a topical idea always a help in making a comedian's remarks stick in the memory and get quoted (maybe) in table talk. So Berle discussed clean entertainment. Very topical. And with Berle in the pulpit funny to start with.

It's still apparent that Berle's one-two, one-two tempo in the comedy room qualifies him for attention in all departments, radio along with vaudeville, legit and night clubs (although his mug is an enemy of the motion picture camera). So it's not necessary to say that Berle can take care of himself on any radio program. Land.

JOAN LOWELL

With Al Sherman
Interview
15 Mins.
Sustaining
WNEW, New York

Not even the mike feazes this femme glorifier of adventure, catch-as-can or otherwise. In fact, she was a little too fast on the takeoff and finish for a question feed, Al Sherman, picture reviewer on the New York Morning Telegraph and WNEW's regular purveyor of screen chit-chat. What accounted for Joan Lowell's appearance in the WNEW studio last Wednesday night (8) was an adventure film of hers, 'Joan Lowell, Adventure Girl', which had just opened at a Broadway house, the Hinto.

Interviewee's flair for flippancy and the debonair manner when faced with the electric microphone isn't Joan Lowell's. For this is the same Joan Lowell, who, as her memoirs tell, spent while still in girlhood to split against the wind as expertly as any oldtime deckswalker and to top her best of them aces and spades in the art of cussing. To neither of these talents did she resort during her brief interview with Al Sherman. Spurred on by Sherman's queries, she gave a sprightly account of her wanderings down the Amazon, kidded the would-be adventurers who are determined to go along with her until they get a peek at her 48-foot schooner, and rang in a plug for 'Adventure Girl's' Broadway stand by name.

Lowell's free trip aboard the boat to the girl who turns in the best adventure letter to the Hinto theatre.

WNEW garnished up the Lowell even with a dance combo and a crooner.

Gene Stafford named manager of production and studios of WMCA, New York, and the American Broadcasting System. Assignment also makes him top man over the announcers.

CORNELIA OTIS SKINNER

Characterizations
COMMERCIAL
WEAF, New York

Cornelia Otis Skinner is the institutionalized daughter of another institution, Otis Skinner, 55 years an actor and star of the legitimate stage and still going strong. Daughters of one woman entertainers embracing a wide range of skills and characterizations. Another of the same exclusive profession of high taste elocution is Ruth Draper. Both ladies put their voices in legitimate theatres, concert auditoriums and school halls. Their entertainments might be described as glorified and intellectualized chauntauques. And of their cleverness there is no doubt.

For Rudy Vallee's Fleischmann show the choice of Miss Skinner was 'Nurse's Day Out'. Vallee commented that he had personally insisted upon her using this tidbit. It's a good radio morsel and was vivid and alive as given.

Skinner's chauntauque has a rich-bodied contralto voice that comes across perfectly on the air. She is every inch a trouper and an actress and uses her voice and tricks for real effect. She can win, hold, and enthrall any radio audience when her material is as port as this sample.

Land.

No New Trend

(Continued from page 39)

Peppermint-Drama.
Rudolph-Drama.
First-Top Musical.
A. & P.-Pop Musical.
Singer-Drama.
Carnation-Pop Musical.
(Blue)

Sun Oil-New.
Peppermint-Drama.
Victory-Pop Musical.
Teatime-Drama.
Woodbury-Drama.
Norway-Yeast-Pop Musical.
Plough-Pop Musical.
Singer-Drama.
Singer-Pat-Drama.

TUESDAY

(Red)

Gillette-Variety.
Peppermint-Drama.
Phillips-Morris-Pop Musical.
Lady Esther-Pop Musical.
Premier-Pop Musical.
Tennessee-Variety.
Palmolive-Opera.
(Blue)

Sun Oil-New.
Peppermint-Drama.
Victory-Pop Musical.
Teatime-Drama.
Woodbury-Drama.
Norway-Yeast-Pop Musical.
Plough-Pop Musical.
Singer-Drama.
Singer-Pat-Drama.

WEDNESDAY

(Red)

Gillette-Variety.
Molle-Variety.
Peppermint-Drama.
Lady Esther-Pop Musical.
Bristol-Myers-Variety.
(Blue)

Sun Oil-New.
Peppermint-Drama.
Victory-Pop Musical.
Teatime-Drama.
Woodbury-Drama.
Norway-Yeast-Pop Musical.
Plough-Pop Musical.
Singer-Drama.
Singer-Pat-Drama.

THURSDAY

(Red)

Gillette-Variety.
Molle-Variety.
Peppermint-Drama.
Lady Esther-Pop Musical.
Bristol-Myers-Variety.
(Blue)

Sun Oil-New.
Peppermint-Drama.
Victory-Pop Musical.
Teatime-Drama.
Woodbury-Drama.
Norway-Yeast-Pop Musical.
Plough-Pop Musical.
Singer-Drama.
Singer-Pat-Drama.

FRIDAY

(Red)

Gillette-Variety.
Molle-Variety.
Peppermint-Drama.
Lady Esther-Pop Musical.
Bristol-Myers-Variety.
(Blue)

Sun Oil-New.
Peppermint-Drama.
Victory-Pop Musical.
Teatime-Drama.
Woodbury-Drama.
Norway-Yeast-Pop Musical.
Plough-Pop Musical.
Singer-Drama.
Singer-Pat-Drama.

SATURDAY

(Red)

Gillette-Variety.
Molle-Variety.
Peppermint-Drama.
Lady Esther-Pop Musical.
Bristol-Myers-Variety.
(Blue)

Sun Oil-New.
Peppermint-Drama.
Victory-Pop Musical.
Teatime-Drama.
Woodbury-Drama.
Norway-Yeast-Pop Musical.
Plough-Pop Musical.
Singer-Drama.
Singer-Pat-Drama.

COLUMBIA LIST

Columbia's evening commercial programs for the fall break up when classified as follows:
Health Products-Pop Musical.
Campbell Soap-Variety.
Coca-Cola-Pop Musical.
Ward Haking-Pop Musical.
Blue Coal-Drama.
Colman's Mustard-Drama.
Wrinkle-Drama.
Gold Dust-Pop Musical.
Pillsbury-New.
Pillsbury-Pop Musical.
Sanka Coffee-Pop Musical.
Phillips Toothpaste-Pop Musical.
Just Story-Drama.
Coca-Cola-Variety.
Preston White-Drama.
Ford-Pop Musical.
Coca-Cola-Pop Musical.
Chesterfield-Chesterfield Musical.
Ex-Lax-Variety.
Woodbury Soap-Variety.
Grunow-Chemical Music.
General Clean-Variety.
General Clean-Pop Musical.
Borden Co.-Drama.
Time-Drama.
Victory-Pop Musical.
Lionized Yeast-Pop Musical.

2ND COLUMBIA NETWORK?

Removing Some of the Guesswork

Raymond O. Davies, former dean of Drake University and now associated with General Marketing Counselors, Inc., is in process of developing a contraption for automatically checking programs. Professor Davies' idea is to install the mechanisms in from 20,000 to 50,000 home sets. Distribution would be national and cover what is considered by research experts to be the key points.

Davies' mechanism will function on the principle of the barometer clock, with the attached paper discs recording the number of hours during the day that the set was in operation and the stations tuned in. From this info there could be computed the comparative popularity of network and local programs and the stations listened to most in a particular community.

Professor Davies doesn't know what he will do with his checking affair. He would prefer to have it financed as an educational venture. Davies so far has not offered the idea to the Association of National Advertisers and the American Association of Advertising Agencies as a substitute for their joint program checking system, popularly known as the Crossley Reports.

Brotherhood Bond Still Unites NBC And Seth Parker; Back on Air Soon

Everything between Phillips Lord (Seth Parker) and NBC is again hazy-totzy. Following the straightening out by John Royal of some differences existing between Lord and the NBC Artists Service and a slew of personal jams that Lord got himself into, the network has arranged to allow all reports by picking up the "Seth Parker" creator for a cross-country broadcast. Program will originate from Lord's cruiser currently located in the Panama Canal Zone.

Among Lord's major troubles was the conflict he became engaged in with natives on the Island of Jamaica while making a screen travelogue. While Lord was trying to get out of this complication, which eventually reached the files of the State Department in Washington, various manufacturers in the United States were burning up at his failure to live up to agreements with them. Most of the Lord cruiser had been equipped with contributions. To these manufacturers Lord gave promises. He assured them that during the cruise he would take pictures of each one's equipment in use and forward the plates to the manufacturers concerned so that they could reproduce the photos for distribution among the trade, as well as for advertising purposes. Lord will not see that these equipment donors get their promised pictures.

He will also proceed with his promulgated intention of making a tour around the world.

Station Hires Adv. Mgr. To Handle Politicians

Seattle, Aug. 13. With the warm season in politics fast approaching and in anticipation of chances for increased business arising out of it, KOMO-KJR have added to the commercial staff Fred Warrick, who will handle all political advertising.

Warrick, an experienced political newspaper man and campaigner, will have the duty of turning campaign money into radio coffers—soliciting various candidates for radio time.

Presumably all politicians must do business on a C.O.D. basis as with political printers, etc.

Party's Painful End

Pittsburgh, Aug. 13. Jim Hughes, official at WJAS, James Murray, sports announcer at KRN and press agent at WJAS, and Bill Farrell, newspaperman, were severely injured here last week when their car struck a pole in nearby Ingram.

The men were returning home at the time from a party tossed by a local night club in honor of regional contestants in CBS' Campbell Young auditions. They were rushed to a hospital and discharged a day later.

Don Lee Grabs 4

San Francisco, Aug. 13. Sales department at Don Lee's KPRC checked with four important commercials this week, including Stewart-Warner's sponsorship of Capt. Hugh Dobbins on a five-morning-a-week Lee network shot.

Humboldt Beer starts a comedy show Aug. 16, Samuels Jewelry Co. is leaving KYA and bringing its Louise Tabor series on California history to KPRC, and Nu-Enamel is buying a spot on the Happy Go Lucky hour.

J. BENNY VACATIONS, JOINS 4TH SPONSOR

Jack Benny leaves General Tire at the end of September and after a two-week vacation resumes on NBC for Jell-O (General Foods), Oct. 14.

It will make Benny's fourth commercial connection.

Fire Silences WFBC

Charlotte, N. C., Aug. 13. Fire of undetermined origin completely destroyed the transmitter for radio station WFBC at Greenville, S. C., and damaged the suburban building in which it was housed. Station will be off the air for an indefinite period while installation of a new transmitter goes forward with all practical haste.

Station is owned by the News-Piedmont Company, a Greenville publisher of an afternoon and morning newspaper there.

Announcer's Mishap Mars WSOO's 1st Play-by-Play

Charlotte, N. C., Aug. 13. WSOO finally crashed the gates of a regularly scheduled Piedmont League baseball game by putting the Charlotte Hornets-Wilmington Pirates session on the air last week. This particular game was sponsored by the Shriners and this organization helped the station to break down the no broadcast rule. Ben Douglas, announcer for the occasion, leaned too heavily on the ball park's grandstand rail and landed on his face on the concrete floor of the Hornets' dugout, thus effectively removing himself from the sports announcing field for some time to come. Ed Sims handled the mike.

R&R Gets Coleman Biz

Chicago, Aug. 13. Ruthrauff & Ryan agency has topped the Coleman Lamp and Shade account. Was previously with Feltz-Taitt-Bull agency in Kansas City. Coleman Lamp, planning an increased radio schedule this fall.

CBS FIGURES 'B' CHAIN BY 1935

Talk of Splitting Up Present 90-Station Hookup to Handle Sponsor Demand

WEAK LINKS

Chicago, Aug. 13. With evening time practically a complete sell-out and with a waiting list a yard long, the Columbia Broadcasting system is reported seriously discussing the possibilities of a second network. The matter has been brought up several times in the past but always shelved. This time, however, the indications are that CBS will actually attempt the formation of the 'B' web.

CBS officials have stated that with a couple of additional towns, the 'B' web would be a cinch to get organized by 1935. With some 90 stations now on its list CBS feels that it is in a position to rearrange a good many of these transmitters to make two networks of national coverage. They point out that seldom has any one advertiser bought the complete setup of stations. Usually the advertiser has been able to pick up certain groups and get pretty nearly complete coverage without taking all 90 of the outlets.

Columbia is investigating the key spots of the eastern and midwest territories for the 'B' transmitters in certain necessary markets such as Pittsburgh, Chicago, St. Louis.

Chi-St. Louis-Pitt

In Chicago CBS would have either WJJD or WIND as its 'B' outlet; in St. Louis it would be a matter of KSD or KWK, in Pittsburgh there is KQV. These are the most obvious spots on which Columbia is now working. There are others which are on the fence.

Columbia is finding itself badly cramped for evening space this selling season. Choice hours in the 7-10 p.m. period have been gobbled up on long term contracts. CBS finds itself unable to accommodate old CBS customers. Both CBS and NBC are set for a big boom and spread in radio this coming season and CBS is afraid that NBC with its two webs will get far advanced, until Columbia does something to keep abreast.

Flamm May Be Active Again

Destiny of WMCA, New York, Up in the Air —New Deal Under Discussion

Transradio Forms Subsid For Shortwave Bulletins

Transradio Press Service, Inc., has incorporated a subsidiary to handle the delivery of its bulletin to radio stations by way of short wave. New corporation, Radio News Association, is capitalized at \$50,000. Officers are Herbert Moore, pres.; W. G. Quisenberry, v. p. and gen. news mgr., and Otis Tenbury Swift, v. p. and general sales mgr. Swift will also serve as sales director Transradio.

Stations now being serviced by Transradio reported around 160.

Sanka and Lillie

Possibility of Beatrice Lilla doing a series for Sanka, coffee (General Foods), musical background of the half hour stanza would be furnished by Laid Glasgow.

It and when the show is set CBS will be the release

3,000 Erie, Pa., Citizens Wait at Dock For Imaginary Maxwell Show Boat

Femme Censor

Janet MacLorie is to become an advertising copy censor for NBC. Understood she will wield the blue pencil from the woman's angle. She starts in a couple of weeks.

Miss MacLorie quits the Public Service Corp. of New Jersey to join the network.

DELAY EXPANSION OF CBS SERVICE DEPT.

Question of whether Columbia will expand the operations of its local service department, so as to take in its associated stations, will not be decided until the end of this week.

New York and Chicago execs of the network were to have met at the home office last week for a mulling over of this topic, but business matters caused a week's postponement of the gathering.

WPEN Censors Copy

Philadelphia, Aug. 13. Recently reorganized WPEN has appointed its commercial manager and sales contact man as a committee of two to pass upon the acceptability of all contracts offered the studio. Idea is to weed out all objectionable ones at their source.

Two men have been given the power to censor all copy in order to reject the ambiguous, questionable or far-fetched material before it reaches the air. Especially hard treatment will be given to the use of superlatives in business copy as well as the building up of competitors' weaknesses.

Station desires to keep its audience well informed without having them harassed, offended or confused.

Lux's Sunday Matinees

Lux soap has okayed the series of full hour dramatic shows mapped out for it by the J. Walter Thompson agency. It will be a Sunday matinee affair, with Oct. 7 the starting date.

Opening radioized stage play won't be set until the royalty situation for all the scripts involved in the series has been cleared up.

Erie, Pa., Aug. 13.

About 3,000 natives swarmed to the Public dock here Thursday (9) awaiting the arrival of the mythical Maxwell House showboat, which used the port of Erie as its locale in its broadcast from the N. Y. studios of NBC.

People packed on the upper deck of the dock, every auto which could crowd on the lower level and traffic tied up the Main stem, six blocks away, as the time of broadcast drew near. The ships' bells on the dock struck twice—9 p.m., and thousands of eyes peered toward the channel where Lake Erie pours into the bay here. But no showboat chugged into the harbor.

Build up on the Thursday night program was so realistic that a meeting of an old German club—the Manchester, was called-off because the chairman wanted to get his family down to the lake front to see the showboat.

Showboat has been 'doing the lakes.' It has been at Detroit, Cleveland and historical old Erie—the harbor described as though by a native, was pictured vividly by the 'crew.' Town figured it was the best send-off since Perry's Battle of Lake Erie in 1812, and has given it more exploitation than the fifty years the Chamber of Commerce has been in business.

One motorist, who insisted on getting by traffic officers, claimed he had a personal letter to 'Capt'n Henry.'

Newspapers ran stories day preceding the showboat was due to arrive in port. Natives at the dock got wise that boat was paddling in the NBC studios and not Lake Erie, when auto radios tuned-in together and the volume made a fine open air waterfront concert.

United Drug Splurge On 220 Stations

United Drug has for the coming Fall campaign upped its list to 220 stations. Last Spring the drug company through local dealers used around 150 outlets.

Either spread is a twice yearly event and has for its motivation the penny sales idea. Coming Fall campaign calls for five consecutive daily 15 minutes—broadcasts—with each a recorded musical show.

Art Kassel Sponsored

Chicago, Aug. 13. Paris Medicine has ticketed Art Kassel and his orchestra and Pat Kennedy over CBS on a 36-station chain three times a week from 1:15 to 1:30 p.m. Broadcasts will start Sept. 30 from Chicago.

Mildred Bailey, Robison Win \$3,900 From Vick

Vick Chemical is set with a program for both its NBC and Columbia series. The three quarter-hours on NBC will be filled by Mildred Bailey, a girl trio and the Willard Robison orchestra, while Freddy Martin's band will take care of the network's CBS half hour.

Price of the Bailey-Robison combination is \$3,900 a week, with the sale being made direct to the consumer by Joan V. Grombach, Inc. Martin closed for \$1,700, with this figure also covering the workshop in the show.

Bab-O's Celebs

Ed G program over NBC will have five minute interviews with celebs starting Sept. 15. Ed G will do the interviewing: Joan Lowell and Lou Chappie reported as best interviewers.

Leek & Teck agency handles account

Jobs and Seekers Linked by WGAL; Saves Shoe Leather of Unemployed

Lancaster, Pa., Aug. 13. Saving the unemployed foot mileage is an innovation of station WGAL, of this city.

Each afternoon at 5 o'clock the station broadcasts a short program in co-operation with the State Employment office located here. The office furnishes the station each day with a list of available jobs and they are presented in the program.

In a typical day, the jobs offered included: three carpenters for remodeling work, six farm workers, two skilled workers, three silk weavers, two janitors and several miscellaneous jobs.

Mark N. Wickert, head of the local employment bureau, states that all jobs announced over the air are filled before the following morning. Before the radio tie-up was made, several days frequently elapsed before all jobs were filled.

Cases are frequent in which wives listen for the program and pick the work spots for their husbands, hustling the gents off to duty as soon as the broadcast is noted.

Program is considered a very fine piece of promotion since it not only builds audience good-will, but gives the commercial boys a talking point on the quick response on the radio appeal.

Alleged Mann Act-Breaker Impersonates Radioite

Albany, Aug. 13. Saying he was "Little Jack Horner" of station WLW, Cincinnati, Frank P. Clough of Columbus, Ohio, is under arrest at Catskill on a charge of abduction and violation of the Mann Act. Clough was brought back from Bridgeport, Conn., where he was arrested with a 16-year-old Catskill girl, who said the man, posing as a minister, had promised to marry her.

Before leaving Catskill with the girl, Clough, posing as the radio entertainer, announced he would stage a floor show at the New Seaside hotel. In connection with this he is charged with passing rubber checks.

Shepard Wins Suit

Boston, Aug. 13. Aeolian-Skinner Organ Company's action against the Shepard Broadcast Service, Inc., for alleged infringement of a patent issued to Arthur H. Marks for broadcasting organ music in a soundproof booth was dismissed by Judge Elisha H. Brewster in an opinion handed down in the Federal court last week.

Aeolian-Skinner Co., which obtained the patent from Marks by assignment, claimed that Marks' contribution was unique, as it isolated the organist so that no primary sound could reach him and provided for a substantially synchronous rendition between the primary and the broadcasting rendition.

Lengthy hearings, at which experts testified, were held some months ago before Judge Brewster. From the evidence presented the court found that the defendants did not infringe on any patents.

Free & Steininger office is representing WTCN, St. Paul, for national spot business. WTCN is the new label for WRHM.

Plug Each Other

Los Angeles, Aug. 13. Intense cordiality is in existence between KNX, Hollywood, and WGN, Chicago, whereby each station will put on a weekly program, starting around Sept. 15, plugging the advertising virtues of each other.

Plan is a 15-minute musical with an appeal, in the case of the Coast outlet, for WGN as an air cover of the Chicago field and vice versa in the case of the Chicago station.

Haenschen's \$50,000

Deal Off with World

Gus Haenschen has withdrawn from the World Broadcasting System, Inc., and gone into business for himself. As musical director for the WBS' Sound Studios Haenschen drew a guarantee of \$50,000 a year. Haenschen's connection with World dates back to its organization eight years ago.

His present network programs are the Bayer half hours on both NBC and Columbia and the Maxwell House Show Boat.

Allan Bross put on an audition last week at NBC, New York, explaining the Einstein theory. Philip Carlin okayed the thing and Ernest Cutting had to listen to it.

'Don't Be So Hardboiled,' Is Song Pluggers' Plea to NBC, New York

Committee of professional managers from the music publishing industry last week appealed to the NBC program department for a revision of the rule which bars them from getting advance info about the network's programs. Under the shutdown order the publishers have no way of knowing whether their songs have been included in a program until they are actually performed on the air.

Another drastic step taken by the web against the publisher's contact-man has to do with his activities in the reception rooms that adjoin the studios. Not only are the song-placers being denied neatly passed to these premises but the network has set out to pick up any of the annual passes that are outstanding among this element.

Originally the songpluggers could find out from the web's music division at any hour of the day or on any day of the week whether their tunes were listed on programs of the immediate future. Three months ago the program department restricted the dishing out of this info to an hour each two afternoons a week. Courtesy was abolished altogether recently. During its call on the network last week the professional men's committee was told that this last action had been necessitated by a shortage of clerical

JULIAN FIELD'S NEW JOB

Radio Executive Also Files for Bankruptcy Relief

Julian Field leaves Columbia as director of commercial program sales at the end of this week to join the radio staff of the Joseph Katz agency. Ben Larson continues as head of the Katz agency's radio department.

Practically on the eve of changing jobs Field last week filed a petition in bankruptcy with the New York Federal Court. He gave his liabilities as \$13,177 and assets, none.

With the departure of Field it will make five members of the CBS commercial program sales department that have quit within a period of three weeks.

Williamson Joins CBS

Midwest Radio Sales

Chicago, Aug. 13.

Bill Williamson joins CBS here to handle representation job for the midwest CBS transmitters on the Radio Sales spot list. He fills in the spot vacated by Bob Stephenson, who transferred to New York to represent KMOX, WCCO and WRHM for spot biz.

Williamson was previously with Scott-Howe-Bowen here.

KING PINCH-HITTING

Jean Paul King, Chicago announcer, is spending two weeks in New York pinch hitting for Tiny Ruffo on the Palmolive and Ipana-Sal Hepatica programs. Benton & Bowles agency brought King on for the assignments.

Month's vacation of the Super-suds serial, "Clara Lee and Ed" made it possible for King to go east. He is accompanied by Mrs. King.

help in the musical division as a result of the vacation season. Time couldn't be spared by the attenuated personnel to wait on callers from the music publishing industry. It was, however, intimated that the arrangement of two hours a week would be resumed in September.

Ever since the committee contacted first met it with the argument that their appeal was groundless since NBC turns over daily to the American Society of Composers, Authors and Publishers a list of the songs broadcast. Committee pointed out that this data pertained to the previous day's programs and what the songpluggers sought was info about future programs. By co-operating with the publisher's rep on this score, averred the committee, the network would eliminate a lot of labor for itself when it came to checking off song number duplication. If a plugger had advance info about the use of his number on a certain night he would refrain from trying to place it with another band or warbler spotted at a nearby hour on the same link.

Professional men's committee comprised Bob Miller, Superior Music Co.; Jack Richmond, Leo Felst, Inc.; Irving Canz, Ager, Yellen & Bornstein; Paul Jonas, E. B. Marks Music Co.; and Murray Baker, Robbins Music Corp.

4 Leading Los Angeles Stations Have Good Year; KNX Shows \$100,000 Gain

Los Angeles, Aug. 13.

Commercial business on the Los Angeles stations, particularly among the majors, seems to be on the mend. Fiscal year ending July 31, shows two of the four LA majors with heavy increased grosses over the preceding year and with the other two stations reporting slightly better than a stand-off with the previous 12 months.

Largest gross on for the year in southern California territory was done by KFI. This is because of the NBC contract, on chain releases and rentals. While showing the largest single station profit, the owner, Earle C. Anthony, takes it on the chin from his other NBC outlet, KISCA, and inside talk is that the chain might withdraw from this second station. Most chain stuff on this outlet being sustainers. It means that Anthony will have to spend dough for programs if the station is to be retained.

KNX, independent 50,000 watt, ranked second for last year in total gross business. Station claims \$100,000 more take than in the preceding 12 months.

KHJ, the 1,000 watt Don Lee station, outlet for CBS, ranks third with a slight increase over the 1932-33 period. KPWR, fourth of the majors, struggling against the red, is above the previous year but recently lost its biggest account, Franco Baking Co., originators of the Hi-Jinks program, now on KHJ and the Don Lee coast network.

Tough Battle for Smallies

With KFI and KHJ carrying the chain stuff, battle for the better local business is on between K-E-X, offering 50,000 watts, and KPWR, offering 5,000. KNX is apparently getting most of the national spot advertising, leaving the Warner station fighting for local business, most of which, especially the shoe string stuff, is going to the smallies. KPWR salesmen are trying to educate the advertisers of these one-lungers to go class and utilize talent if they are not satisfied with records and straight spot announcements.

The L. A. minor stations have put in a tough year, and have cut their expenses almost to the vanishing point. None of them carries staff orchestras or sustaining talent that get anything but promises at the pay window. However, with business generally picking up, the smallies look for a return of cheap retail advertising, the department store bargain stuff, which had been the life blood of these stations previously to the general business nose dive.

KFXF Becomes KVOD

Denver, Aug. 13.

KFXF has secured new call letters—KVOD—using the initials of their slogan for the last three letters—Voice of Denver. They went to the new call letters with a two-hour dedicatory program.

Station unable to get its programs in the daily papers has made a trade arrangement with the Monitor, a free distribution weekly. Paper prints the programs and the station gives the paper some time on the air.

Benny Goodman has brought in Ann Graham from Birmingham, Ala., to do the warbling with his band.

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.
410 North Michigan Ave.
J. H. North.
F. G. Abbott.

N. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.
Batten, Barton, Durstine & Os-

born
221 N. La Salle St.
George May.
Blackett-Sample-Hummert
221 N. La Salle St.
Edward Alessio.
N. H. Peterson.

Doremus & Company
208 S. La Salle St.
H. Ray Henderson
Erwin, Wasey & Co.
230 N. Michigan Ave.
William Weddell.

Fredericks & Mitchell, Inc.
360 N. Michigan Ave.
Karl Frederick.

Charles Daniel Frey
232 N. Michigan Ave.
Larry Triggs.

Gundlach Advertising Co.
400 N. Michigan Ave.
Irving Rothblum.

Hanft-Metzer of Ill.
520 N. Michigan Ave.
S. J. Andrews.

Hays McFarland
333 N. Michigan Ave.
Hays McFarland.

Henri Hurst & McDonald
520 N. Michigan Ave.
N. L. Pompan.

Kastor
360 N. Michigan Ave.
Read Wright.

Kirtland-Engel
446 N. Michigan Ave.
R. M. Kirtland.

Lord & Thomas
919 N. Michigan Ave.
Lewis Goodkind.

Matteson, Fogarty, Jordan
307 N. Michigan Ave.
H. L. Weiler.

McCann-Erickson
910 S. Michigan Ave.
Raymond Atwood.

McJunkin
228 N. La Salle St.
Gordon Best.

Needham, Louis & Brorby
360 N. Michigan Ave.
Helen Wins.

Reincke-Ellis Younggren-Finn
520 N. Michigan Ave.
Russ Williams.

Roche, Williams & Cunningham, Inc.
Strauss Bldg.
William Roche.

Rogers & Smith
29 N. Wacker Drive
Everett Opie.

Ruthrauff & Ryan
340 N. Michigan Ave.
Nate Caldwell.

Stack-Goble
8 S. Michigan Ave.
Ralph Goble.

Walter Thompson
410 N. Michigan Ave.
Dick Marvin.

George Allan.
U. S. Advertising
612 N. Michigan Ave.
George Enzinger.

Wade Adv. Agency
204 W. Washington St.
Walter Wade.

James Clancy, WTIC, Hartford, manager is vacationing.

LEE SIMS AND ILMAY BAILEY

CURRENTLY PLAYING

RKO ALBEE, BROOKLYN

NEXT WEEK (AUG. 17) RKO PALACE, NEW YORK

Personal Direction
EDWIN W. SCHEUING

APPEARING NIGHTLY ON THE
ROOF OF THE HOTEL ST. MORITZ
NEW YORK

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

OUTSTANDING STUNTS:

GOLF TOURNAMENT REPORTS
WKY, OKLAHOMA CITY

Covering Golf Tournament
Oklahoma City.

WKY, local NBC outlet, had one of the most elaborate set-ups ever installed in the Southwest for covering a golf tournament, during the recent Western Amateur championship battle at Twin Hills. The station's engineers had nine plunge-in mike locations on the course. Hot spots of the tournament were covered by a portable short wave set, with a receiver and mixing panel at the clubhouse for land wires. Circuits were arranged in such a manner that an announcer at any position could talk with any other announcer or the engineer at any time. There were seven miles of wire in the hookup, and four announcers and two operators were on duty for the six days of the tournament.

Announcers were Earl Hull, chief engineer; Gayle V. Grubb, WKY station manager; Frank Martin, and Edgar T. Bell, secretary treasurer.

100,000 Critics

New York.
Following the announcement that Vera Van had won the New York regional contest in the Campbell soup hunt for a girl to work opposite Dick Powell in 'Hollywood Hotel,' considerable adverse comment about the whole promotional stunt started to take form.

Vera Van is a veteran of radio and the Columbia network. More than that, she dates back to show business and stage operettas. It is therefore incongruous for such a seasoned performer to be participating in a 'popularity' contest.

Columbia tabulates 20,000 contestants. Multiply 20,000 by four months, dotting families and other partisans, and then let some professional already well established 'win' a contest that was to bring fame to an unknown, and presto! Campbell

soup has acquired 100,000 critics and CBS probably some 111 will. Contests are too easy to be entirely meritorious as radio showmanship. They are too often make mere enemies than friends. And where there enters any suspicion, however small, the contest can become dynamic.

Fundamentally the Campbell soup proviso permitting professionals to compete in a contest with amateurs seems to have laid the groundwork for trouble. On Aug. 16 the finals will be held. Already it is being said that the talent hunt has been too successful in getting publicity and will therefore be watched and commented upon with particular keenness.

Advance publicity is desirable, but not too much. That often works a disadvantage. Can any program meet extravagant expectations aroused by a far-reaching campaign in advance of inauguration?

Elephants to Ride Upon

Syracuse.
A radio broadcast from an elephant was a new innovation in Circus Day events in Syracuse when Hagenbeck-Wallace came to town. WFBL, Columbia outlet in Syracuse, packed short-wave equipment, an operator and announcer on one of the largest elephants in the Circus Day parade and broadcast for 25 minutes. Announcer Bill McGrath, ad-libbed description of the parade, the crowds and the antics of the elephant.

One of the unexpected highlights was when the elephant almost upset the whole works by scaring a horse and making plenty of excitement for the onlookers as well as the radio audience. Another staff announcer, Bill Lundigan, was perched on the marquee of Loew's State Theatre with another remote set-up to describe the parade as it passed the theatre and shifts were made from the elephant to the theatre and from the station studios, where Bob Keefe read the commercial announcements of the Roy Furniture Company sponsoring the broadcast.

Programming for Zip

Charlotte, N. C.
WBT has a new program scheduling system that will require the most exacting control pick-up. In

Hoax Didn't Work

Seattle, Aug. 13.

Instructed by Bert Fisher, KOMO-KJR general manager, to give a young stranger an audition, George Godfrey, dramatic director, gave the youthful applicant, who had acted in his senior class play, continuity and instructions.

Following the audition he said to the young man, 'I think we can find a place for you if you can get away from your present contract,' and turning to Fisher, he said, 'What are you trying to do, kid me?'

Godfrey had recognized the voice of the applicant as that of Billy Page, of 'One Man's Family' and 'Memory Lane.'

The future portions of the daily program will be divided between the local studio and the chain broadcast by numbers rather than by 15-minute program periods.

For instance, after opening with a local artist the program will be switched back to New York for a dance number, then back to Charlotte for the baseball scores, then back to New York, and so on. This alternating between the Charlotte studios and chain programs originating in New York, Chicago, Washington, and so on, will depend very largely on the very fine degree of perfection in control pick-up. The station's control engineers will have to keep long pauses out.

W. A. Schudt, Jr., station manager, hopes to be able to offer a fast-moving variety show every day in this manner. Sandwiched in will be such vital information as the weather, etc. Application of showmanship to the entire program schedule is the aim.

Need Material

New York.
East and Dumke have been touching new lows lately in the matter of silliness. As the 'Sisters of the Skillet' they struck upon a formula that worked very well three or four years ago when the singing was simply incidental. But now the puerile pabulum dominates and the singing is played down or practically forgotten.

Long-winded joshing and self-lauding without the redeeming virtue of spontaneity or humor makes of the East and Dumke present routine something which only a previous reputation could get away with.

'Junior Fireman's Club'

Richmond, Va.
Lord and Thomas is finding out through WRVA, Richmond, the results-getting capacities of a stunt for Quaker Oats.

A 26-week test started Aug. 6 to reveal the sales pull of a 'Junior Fireman's Club' whereby kids obtain various ranks in a mythical 'Fire Company No. 17.'

More box tops sent in the fancier the title the kids gets. Special salesmen are working for maximum tie-ups through retail outlets.

Oxydol 10c 'Givaway'

Schenectady.
Another offer is being made on the 'Ma Perkins' Oxydol afternoon broadcast over the NBC red chain, this time in the form of a 'Ma Perkins' clothespin-apron. To cover part of the cost of making and mailing the article, which, it is announced, has not yet been put into production on a quantity basis, women listeners are asked to mail ten cents, in coin or stamps, and the top of a package of Oxydol, to a Chicago post office box.

As on the previous tender, mention of the article is worked into the scripts, and announcer also plugs offer strongly.

Drug Store Displays

Seattle.
Profiting by its recent success in building a radio-going display of other-advertised drug products in the window of a large downtown drugstore, KOMO-KJR is conducting an extensive campaign for more co-operative displays of the same kind.

Commercial Manager H. J. Quilliam has sent about 500 letters, covering every drug store in Seattle and vicinity proposing a co-operative display. Enclosed with each letter is an NBC folder telling of the success of a Louisville drugist in pushing radio plugged merchandise, and a list of over 50 advertised drug products with the name, sponsor, and time of the program.

At Balch, KOMO-KJR publicity manager, and his staff are handling the work.

Drugists, both wholesalers and retailers, are reacting favorably to the station's proposal. Loads of good-will towards radio advertising is being instilled in them through the 'KOMO-KJR plan.'

One-Sentence Advertising

Lancaster, Pa.
Short spot announcements can be an extremely effective means of advertising, if used in sufficient quantity. This is demonstrated by the Fulton Theatre here, which uses

from 10 to 15 one-sentence announcements a day on Station WGAL.

Spots, calling attention to the current attraction are aired right before the station call letters are given. Theatre, doing straight 10c and 25c attribute much of the credit for their continued packed houses to the radio. At practically any time in the day, the radio listener is reminded not to miss the picture at the Fulton.

Announcements were started more than a year ago as an experiment, but demonstrated their pulling power quickly and have been continued ever since. Within the past several days the Fulton renewed a 52-week contract for these spots.

Announcements run something like this: 'Showing today and tomorrow at the Fulton Theatre, the musical picture 'Bottoms Up'. Another like this: 'A love story with laughter and music is 'Bottoms Up', showing today for the last times at the Fulton Theatre.'

Blessing Joe Miller

New York.
Two lads singing on the Blue Jamboree program from San Francisco devoted an entire song to lyrically glorifying Joe Miller, patron saint of ancient gags.

Boys expressed themselves as humbly grateful to the bard of the wheezes whose medieval labors enable them to avoid modern labor.

Dentists' Dog Fight

Tacoma.
Local dental plumbers are still at it. One of the molar specialists has an Austin with loud speaker equipment parading the town with records and plenty of blare. Dentists had a falling out, whereupon the ousted gent opened directly across from other with blare of trumpets and neons and plenty of newspaper, billboard and radio.

After the loudspeaker bally, other brother had a large sign built with 'Main Office' in plenty large letters.

New York.

Parmelee Taxicabs, sponsoring Landi Trio and White over WEAF, New York (local only), seeks employee interest in the program through publicity material planted in 'The Brotherhood Register,' organ of the Parmelee company union. Company distributes part of the capacity of an NBC studio to the drivers' weekly.

Songwriting Stunt

Lancaster, Pa.
Making songwriters of the whole radio audience is a new showmanship stunt of Station WKJZ, this city.

In a new contest, originated by Jan Krupa and Joel Bard of the station staff, listeners are asked to write original words for a specified song. Only the words for the chorus of each number are submitted.

Program, which is very elastic and allows for a lot of patter, consists of reading and singing the parody chorus lines, the awarding of the weekly prize and the naming of the next song. Latest is 'Til String Along!'

The program is a strong mail puller and operates on four movie duets a week.

Staging a Parade

Charlotte, N. C.
In broadcasting a firemen's parade, WBT arranged through a series of agreed-upon signals that all bands and noise-makers in the line of march should swell to their loudest pitch and continue that way within the pick-up range of the station's street mikes.

By artful dovetailing and pre-arrangement the parade was broadcast without the customary interludes of silence and inaction.

Film Studio Pick-Up

New York.
A stunt fairly common in Los Angeles is receiving its first eastern trial this week when WMCA takes a microphone into the Biograph radio, New York, to transmit over the air a pick-up of actual moving picture scenes in the act of being made.

Robert Armstrong, Adrienne Ames, Ralph Bellamy, Donald Cook are the film actors who will go through their stuff under director Charles Lamont, while WMCA's commentator, Sam Taylor, tells radio listeners what it's all about. 'Gigolote' made by Select Pictures is the film.

Helen Dayle at WCAE

Pittsburgh, Aug. 13.
Helen Dayle (Solomon), local gal who has been on continuity staff at WLW, Cincinnati, for several months, is at WCAE in same capacity, also doubling in brass occasionally in dramatics. She succeeded Tom Willmot, who resigned recently to go east where he will work next season on Joe Penner's scripts with Burke Levy.

Miss Dayle before going to WLW was for a couple of years with WWSW here in a number of capacities, including stylist, announcer, publicity director and special exploitation assignments.



WAVE
wabe
columbia
broadcasting
system . . .

**monday
thursday
friday
8:00 p.m. e.d.s.t.
coast-to-coast**

**Management
TED COLLINS**



LINDA CARLON

**Dramatic
Actress**

WLW Staff Artist

A dramatic actress whose name has gleamed in lights above Broadway upon many an occasion, Linda Carlson has joined the dramatic staff at WLW, and is being featured in a number of outstanding productions. She played leads in the road productions of 'Three Wise Fools' and 'East Is West'. In Los Angeles she played in 'The Last of Mrs. Cheney' and 'Pomander Walk'. In New York she was featured in 'Broadway Shadows', 'Three Times the Hour' and she created the role of the secretary in the hilarious farce, 'Blessed Event'. She had an important role in 'The Ninth Guest'. At WLW, Miss Carlson is now playing the title role in the new daily feature 'The Life of Mary Sothern', and is heard in 'Cargoes', 'Tea Leaves and Jade', the 'Kenard Unsolved Mysteries' and other dramatic features.

**From the sound of footsteps
to a symphony orchestra . . .**



**talent and production facilities cover
the gamut of radio entertainment . . .**

fred allen's
HOUR OF SMILES
WITH
PORTLAND ROFFA
JACK SMART
IRWIN DELMORE
LIONEL STANBER
MIRVIA TOLIS
EILEEN HOLMES
LENNIE HAYDON'S IPANA
THURGOOD
Material by Fred Allen and Harry
Tureand
Management Walter Batchelor
Wednesdays, 9:30 P. M., D. S. T.
WEAY

Radio Chatter

New York

Through his daily broadcasts over WGY and personal appearances last winter, Hank Keene made contacts which enabled him to use high school lots in several Mohawk Valley towns for his tent show, now touring.

Emerson Markham, who edits WGY's daily "Radio Paper of the Air" under by-line of "Bill Robbins" and who chairs the station's Friday evening "Farm Forum" under his own name, away on a vacation, with Bob Cragin substituting.

"Health Hunters", N. Y. State Department of Health group, which broadcasts a weekly sketch, written, directed and announced by Thomas C. Stowell, celebrated first anniversary last week. Personal and community health propaganda, carried on by this medium, has proved so effective that the employee-theatricalians recently made a series of electrifying trips for use at other stations.

Health Dept. has been broadcasting via WGY for 10 years. Philharmonic's concluding concert from Stadium, Aug. 20 will clear WGY of all other programs from 8:30 to 10:15 p. m.

Pauline Albert, radio warbler, gets a week at the Radio City Music Hall.

Alvin Dinahart, Tixie Frizanza, Louise Lincoln interviewed by Hilde Dudley over WOL.

Jean Paul King announced last week's Canto program over NBC as an added chore on his fortnight holiday away from Chicago.

WMCA controlman, Ted Gardner, is suspicious of anybody trying to

crash the control room, where public is barred. Boss George Storer brought in some bigwigs the night Al Smith broadcast, and was given a Missouri challenge by Gardner. Lee Cronan pinch hit when Ohman, of Ohman and Arden, couldn't make the Horton Varieties program because of illness.

The saxophones mysteriously vanished just before the Canto program's start last Friday (10) at NBC, and aged the saxophonist 10 years trying to borrow an instrument to use in the show.

"Historical History" goes WOR under Helen Bernstein auspices. She previously piloted "Bronx Marriage Bureau" on same station for three years.

Juvenile stars of the Horn & Hardart hour on WABC appeared in person at the Playhouse in Hudson. They presented a revue.

Knickknockers over Albany precedes its daily radio programs with recommended programs under the heading "Mary O'Neill Suggests." She is radio columnist for the Sunday Knickerbocker Press.

William H. Haskell, drama and radio editor of the Albany Evening News, presented Sylvia Field and Grace Clarke of the Berkshire Playhouse, Stockbridge, Mass., in a scene from "Pursuit of Happiness" over WOKO, Albany.

Johnny Johnson's orchestra is now broadcasting over the NBC red web from the Hotel Monmouth, Spring Lake, N. J. Bertram Brown, touring with the leader in piano duo, drama, and vaudeville, as do "Uncle Harry" McDaniels and Gary Gross, Johnson's standby singers.

Patricia Sheldon, who, as "Betty Lenox," broadcasts daily household talk over WGY, offers a program last week, with Carolyn Reed substituting.

WPHL, Syracuse, has resumed "Aunt Sammy" broadcast on a sustaining basis. "Aunt Sammy" is Mrs. Martha Powers, who gives household hints Tuesdays, holds cooking school on Thursdays, and conducts a parents' forum on Saturdays.



MGM STUDIOS
CULVER CITY, CALIF.

EDDIE PEABODY
The Instrumental Stylus

WEEK OF AUG. 21
WISCONSIN THEATRE
MILWAUKEE, WIS.

WEEK OF SEPT. 2
STATE-LAKE THEATRE
CHICAGO, ILL.

Personal Direction
HAROLD E. KEMP
NBC ARTISTS' SERVICE

Columbia Broadcasting System
Presents
THE GREEK AMBASSADOR
OF GOOD WILL

GEORGE GIVOT

EVERY TUESDAY 9 P.M.
Coast-to-Coast
Opening Capitol, New York
August 17

Personal Direction
HERMAN BERNIE
1018 Broadway New York

The Original
Boop-Boop-a-Doop Girl

HELEN KANE

HEADLINING
at the
500 CLUB
ATLANTIC CITY
NEW JERSEY

VIVIAN JANIS

WABC—Monday, Friday, 12 Midnight
with Leon Belasco's Orchestra

Sole Direction
HERMAN BERNIE
1018 Broadway
New York City

Nebraska

Harold Fair, of Howell & Jacobs, advertising office, lent his aid in WOW broadcasting air races. Fair former chain announcer.

Paul Luther back at the microphones at KOIL following his accident of six weeks ago. Still using a cane temporarily.

Helen Lewis of WOW business staff in to Chi for her two weeks' stretch of vacation. May Langquist replacing.

Jansky-Bailey, Inc., sending in their engineers to relocate WOW's transmitters preparatory to hiking power to 2.5 kw. New power not scheduled for use before fall.

Nebraska

Always different, Vir Whitman, from Norway, Maine, is sending back post cards with no pictures on them.

"Standard Empire" is the title of a new weekly paper started over WEEL, Boston. Arthur Edes will give the best of his audited talent an opportunity to be heard.

Al Moffat, of WLEY, in Lexington received permission from the FCC to move his station to Lowell, Mass. He has asked for new call letters, which are to be WLLH. The new station will be located in Rex Center, Lowell's sports high-spot. The last broadcast of WLEY will be the last day of August.

Yankovic will make a pick-up from the Ogunquit Playhouse at Ogunquit, Me., where a performance of "At Mariani's" with Laurette Taylor, will be played. This is probably the longest local pick-up to have been made.

Attempt of Sterling Couch, program director of WDIR, Hartford, to take a "hole in one" was thwarted when instead of sinking the ball in the cup Sterling took a dive into a water hole when he attempted to retrieve the recalcitrant ball. Left Sterling with a sprained thumb and wet clothing.

Rocky Clark, radio of Bridgeport Post, blasts CBS for all-pro winners of Dick Fowell leading lady regional auditions.

Arlene Lederer back pivoting at WICC as of this date.

Phil Dunning, co-author, and Gloria Grafton of cast of "Kill That Story," this week at Westport Country Playhouse, will co-star "Connecticut Celebrities" program Friday on WICC, Bridgeport.

George Hall and CBSers with Loretta Lee, next Sunday beginning a New England week of one-nighters at Repton Point Park, South Norwalk.

Len and Lena claim long-distance record among WICC broadcasters; came all the way from New London.

Cost of "Three Fashions" Alma Dettinger's WICC continuity, holidaying for three weeks.

Eric Peterson's Bridgeport band

New England

W. A. Schudt, Jr., manager of WWTB, Charlotte, N. C., was sent to Atlanta, Ga., to handle publicity on the southern regional "Hollywood Hotel" contest. Margaret Cheek, of WWTB, was one of the contestants.

Bob Marche department store,

New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)

N. W. Ayer & Son, Inc.
560 Fifth Ave., N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborn, Inc.
383 Madison Ave., N. Y. C.
Arthur Fryer, Jr.
Herbert Sanford

Benton & Bowles, Inc.
444 Madison Ave., N. Y. C.
E. M. Ruffner.

Biow Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Biow.

Blackett-Sample-Hummert, Inc.
230 Park Ave., N. Y. C.
Frank Hummert.

Blackman Co.
122 E. 42d St., N. Y. C.
Carlo De Angelis.

Cecil, Warnevic & Cecil, Inc.
230 Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.
580 Fifth Ave., N. Y. C.
L. S. Carkin.

Samuel C. Croot Co.
28 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wassey & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Gannon.

William Eddy & Co., Inc.
100 E. 42d St., N. Y. C.
William Eddy.

Edward Byron.

Federal Adv. Agency
444 Madison Ave., N. Y. C.
Fletcher & Ellis.

331 Madison Ave.
Lawrence Holcomb.

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martini.

J. Sterling Getchell
420 Lexington Ave., N. Y. C.
Gotham Co.

250 Park Ave., N. Y. C.
A. A. Kron.

Lawrence C. Gumbinner
9 East 41st St., N. Y. C.
Paul Gumbinner.

Hanft-Metzger, Inc.
745 Fifth Ave.
Louis A. Witten.

Joseph Katz Co.
247 Park Ave., N. Y. C.
Bennett Larson.

Lambert & Peasley, Inc.
404 Madison Ave., N. Y. C.
Martin Horrell.

Lenner & Mitchell, Inc.
17 E. 45th St., N. Y. C.
Mann Hollner.

Robert W. Orr.

Lord & Thomas
247 Park Ave., N. Y. C.
Montague Hackett.

McCann-Erickson, Inc.
285 Madison Ave., N. Y. C.
Dorothy Barstow.

Newell-Emmett, Inc.
40 E. 34th St., N. Y. C.
Richard Strobridge.

Paris & Pearl
370 Lexington Ave., N. Y. C.
E. J. Cogan.

Peck Adv. Agency
271 Madison Ave., N. Y. C.
Arthur Sinsheimer.

Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.
David P. Crosier.

Edward Longstreth.

Frank Presbrey Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Ruthauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Myron P. Kirk.

P. B. Ryan, Jr.

J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.
John U. Reber.

Robert Colwell.

Young & Rubicam
285 Madison Ave., N. Y. C.
Hubbell Robinson.

W. R. Stuhler.
Don Stauffer.

Indiana

Ted Connors' orchestra now broadcasting over WKFP, Indianapolis.

Finalists in WOW's star contest which CBS sponsored for the Campbell Soups, have all been definitely spotted on the air now with:

Evelyn Ley, Friday afternoons at 5:15.

Robert Kennedy, Mondays at 5:15.

Mary Laurence, Tuesdays at 7:30.

Mary Berghoff, who won the Chicago trip, was auditioned by Ted Weems and two other hands after the semi-finals.

Harry Flannery, Dave Newinson and others from WIND relaxing at the Dunes.

Maxwell, WOW's program director, back from Auburn, where he talked before Lions' club.

Fred Zieg still relating the scenic wonders of the Northwest after his month's vacation in the Canadian Rockies.

Roscanne Stephens, radio and night club juvenile, is spending the summer in Hollywood with relatives and may try for pictures.

Earl Gardner's unit now barnstorming Iowa and other Midwest points.

Missouri

Carl Smith's orchestra is now playing a daily quarter hour over WBB, and is playing for dinner and dance sessions at the Kansas City club.

Wauhinan Lathay (Mrs. Bliss), on the General Electric Magic Kitchen program of WBB, has returned from a two months' convalescence in Oklahoma.

Marriage of Ethel Fleckinger, of the Rhythm Trio of WBB, and Jack Todd, program director for the same station, has caused the Rhythmettes to secure a new member. Leone Barry, who was just returned from a tour with Weaver Brothers and Elvira, is the new singer.

Announcement of the marriage of Katie Storm, WBB hostess, and George Hogan of WXYZ, Detroit, has been received in Kansas City.

Songwriters—George Bacon, Russ Crowell and Jack Wilcher—originally of WBB, are now working with Ted Nichols and his band at Walled Lake, Detroit.

Jimmy Kener, CBS artist, who has been spending a vacation with his parents in Kansas City, had a real experience in his home town recently. He was in a taxi headed for the KMBZ studios when the car was caught in a crossfire between mobs of gangsters. The driver was panic stricken and was for stopping, but Jimmie shouted to get going one way or the other and was quickly out of range. Jimmie said there were some 20 shots fired and that he would be glad to get back to Chicago or New York, where things were peaceful.

Pennsylvania

"The Vocalists," Harold, Logan and Curt, were guest artists on WGLA, Lancaster, on Sunday (5).

Also Long Sisters of WGY, who sang several numbers. Both acts were making personal appearances.

Cliff Grey, WGLA's speller and hill-billy, cashing in on his jayhawk stuff by promoting carnivals and hill-billy road-trips.

Ida and her Hawaiians, native island orchestra, heard weekly on WGLA.

Jerry Stone back in Philly from vacation.

L. J. Levy due on the S. F. Rex.

WTEN has organized its own baseball team.

Work is being pushed on KDKA's new studios in Grant Building at

North Carolina

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Bob Marche department store,

Asheville, N. C., presented a series of one-hour programs over WWCN of that city, celebrating its 45th anniversary. Joseph White, tenor, used.

WBT, Charlotte, N. C., is going to amplify its weekly announcements. In the future the station will give the three different forecasts—for the mountain, Piedmont and seashore sections of the Carolina. It will also give the tides for the benefit of fishermen.

Southern Peach Growers' Association sent WBT, Charlotte, N. C., two crates of peaches. The staff ate peaches for days.

During the hot weather the business staff at WBT, Charlotte, N. C., has Saturdays off each week.

Charles Crutchfield, announcer at WBT, Charlotte, N. C., is back at his post after a vacation at Charleston, S. C., and Polly Beach.

Paul Rosecrans, chief engineer for WGLA, has been on vacation for a vacation trip to Cincinnati and Chicago.

Henry Grossman, an engineer for Columbia, in Charlotte for two days.

Announcement at WBT, Charlotte, have formed a swimming club that meets daily in the Y.M.C.A. pool.

John Frazee, sports announcer for WSOB, Charlotte, N. C., has resigned to accept an announcerhip with WWCN, Asheville, N. C. He is being replaced by Ed Sims.

order to have them ready by November 14, fourteenth and many of Pittsburgh station's first broadcast. Kaydee will occupy entire third floor of skyscraper and inauguration, together with birthday celebration, will go on the networks in a coast-to-coast hook-up.

Lynn Willis auditioned by AFS as news commentator.

Al Graetz, Gimbel and chief, back on WIP with book reviews.

Jack Carlton to augment Jan Savitt's band at the Benn A. C. as general m.c.

Florence Hallman, recent WCAU audition winner, booked into Anchorage with Milt Kellum.

WCAU is preparing a commercial fall build-up for Burton Rogers, tenor.

Sammy Duroff, Philly manufacturer, readying for a fling into radio, with auditions set for WCAU and WIP.

Heleen Grey, WIP, p.m., back from vacation to start her morning interview series again, commuting daily from the farm.

Lack of talent at WCAU is necessitating an early drive for fall talent. Station expecting biggest season in local history.

Fletcher Henderson and George Williams staging a battle of music over WJAS, Pittsburgh, from Kennewood Park.

Dave Taylor is the latest addition to the announcers' staff at WCAU, Pittsburgh.

Carol Dickson, hostess at KDKA, Pittsburgh, is vacationing at the World's Fair.

Reed Kennedy, KDKA, Pittsburgh, baritone, called to New York for an NBC audition.

Lois Miller, singing organist at (Continued on page 50)

Missouri

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Wauhinan Lathay (Mrs. Bliss), on the General Electric Magic Kitchen program of WBB, has returned from a two months' convalescence in Oklahoma.

Marriage of Ethel Fleckinger, of the Rhythm Trio of WBB, and Jack Todd, program director for the same station, has caused the Rhythmettes to secure a new member. Leone Barry, who was just returned from a tour with Weaver Brothers and Elvira, is the new singer.

Announcement of the marriage of Katie Storm, WBB hostess, and George Hogan of WXYZ, Detroit, has been received in Kansas City.

Songwriters—George Bacon, Russ Crowell and Jack Wilcher—originally of WBB, are now working with Ted Nichols and his band at Walled Lake, Detroit.

Jimmy Kener, CBS artist, who has been spending a vacation with his parents in Kansas City, had a real experience in his home town recently. He was in a taxi headed for the KMBZ studios when the car was caught in a crossfire between mobs of gangsters. The driver was panic stricken and was for stopping, but Jimmie shouted to get going one way or the other and was quickly out of range. Jimmie said there were some 20 shots fired and that he would be glad to get back to Chicago or New York, where things were peaceful.

Pennsylvania

"The Vocalists," Harold, Logan and Curt, were guest artists on WGLA, Lancaster, on Sunday (5).

Also Long Sisters of WGY, who sang several numbers. Both acts were making personal appearances.

Cliff Grey, WGLA's speller and hill-billy, cashing in on his jayhawk stuff by promoting carnivals and hill-billy road-trips.

Ida and her Hawaiians, native island orchestra, heard weekly on WGLA.

Jerry Stone back in Philly from vacation.

L. J. Levy due on the S. F. Rex.

WTEN has organized its own baseball team.

Work is being pushed on KDKA's new studios in Grant Building at

order to have them ready by November 14, fourteenth and many of Pittsburgh station's first broadcast. Kaydee will occupy entire third floor of skyscraper and inauguration, together with birthday celebration, will go on the networks in a coast-to-coast hook-up.

Lynn Willis auditioned by AFS as news commentator.

Al Graetz, Gimbel and chief, back on WIP with book reviews.

Jack Carlton to augment Jan Savitt's band at the Benn A. C. as general m.c.

Florence Hallman, recent WCAU audition winner, booked into Anchorage with Milt Kellum.

WCAU is preparing a commercial fall build-up for Burton Rogers, tenor.

Sammy Duroff, Philly manufacturer, readying for a fling into radio, with auditions set for WCAU and WIP.

Heleen Grey, WIP, p.m., back from vacation to start her morning interview series again, commuting daily from the farm.

Lack of talent at WCAU is necessitating an early drive for fall talent. Station expecting biggest season in local history.

Fletcher Henderson and George Williams staging a battle of music over WJAS, Pittsburgh, from Kennewood Park.

Dave Taylor is the latest addition to the announcers' staff at WCAU, Pittsburgh.

Carol Dickson, hostess at KDKA, Pittsburgh, is vacationing at the World's Fair.

Reed Kennedy, KDKA, Pittsburgh, baritone, called to New York for an NBC audition.

Lois Miller, singing organist at (Continued on page 50)

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COLUMBIA BROADCASTING SYSTEM
Presents
MARK WARNOCK
MUSICAL DIRECTOR

BORDEN'S 45 MINUTES HOLLYWOOD

THURSDAY NIGHTS AT TEN EAST
CBS NETWORK
Managed Exclusively by COLUMBIA ARTISTS BUREAU

CAUSING PLENTY OF TALK
THE
SIZZLERS
and HELEN GORDON

For Further Information
HAROLD KEMP, NBC Artist Bureau
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HOTEL PIERRE
JACK DENNY
AND HIS ORCHESTRA

Conoco Oil
Wed., 10:30 P.M.
WJZ
Sat., 12 Midnight Mon., 11:35 P.M.

THE
FUNNYBONERS
GORDON, DAVE and EUNNY

LOVE'S STATE, New York
(This Week, Aug. 10)

Also Stars of the
OXOL PROGRAM on CBS, Monday,
Wednesday, 8:35 P.M., E.D.S.T.
Direction NORTON & PLATT

THE
THAVIU
AND HIS ORCHESTRA

At "STREETS OF PARIS"
Century of Progress
Inquiries Solicited

70% of Writers Sign ASCAP Contract; Bernstein May Bring in the Pubs

Precisely 70% of the writers have renewed their membership in the American Society of Composers, Authors and Publishers. Turn-in of signed extensions from the publishers' camp is expected to start this week with the return from Europe of Louis Bernstein, of Shuman, Bernstein & Co.

Through the faction headed by the Warner Bros. group is holding fast to its resolution not to okay the contract as it now stands, it is anticipated that publisher agreements will come pouring in as soon as one or two important publishers have led the way. Bernstein's leadership in this derives from the fact that, as a publisher member of the ASCAP board of directors he urged the approval of the 10-year extension as drafted.

Society up to the end of last week had obtained the signatures of over 500 writer members. Responsible in a large measure for this flood of okayed contracts was a letter addressed to the membership by the Songwriters' Protective Association directorate. Communication urged the SPA members to forward to the society their signed contracts as quickly as possible.

Membership rolls of the American Society comprise about 800 writers and around 150 publishers. With the writers predominantly tied up for another 10 years, starting January, 1936, and the new by-laws guaranteeing them a 50% ownership in the small performing rights of the songs, confusion looms for the publishers who have declared they will not sign the covenant unless certain objectionable features are eliminated from it.

In addition to the provision granted the 50-50 rights, this coterie objects to the retention of the article in the society's by-laws which makes the board of directors a self-perpetuating one. Recalcitrant publishers are also demanding that the system of classification now in effect be abandoned for one more up to date and 'equitable.'

New Eatery to Open In Lido's Old Spot

Restaurant Tokyo, on the site of the old Lido club, premieres next month. Emil Auericht has taken over the lease and plans to spend \$75,000 altering the property. Sonja Heine, champ figure skater from Denmark, will be the opening attraction.

Higgins Goes Bruns.

Joe Higgins, vet recording man, has joined Brunswick as assistant to Harry Gray, recording manager. Higgins was with Victor for years, later going with NBC and Irving Mills' musical enterprises.

Hyde Plans Boys' Band; Ina Hutton's 4 Records

Alex Hyde, who formerly headed a girls' band and who, with Irving Mills, organized the Ina Hutton Melodians, announced he is planning to form a boys' combo shortly as a followup. Youngsters will be in their teens, with Hyde to helm the combination.

Miss Hutton, last week at Castle Farms, Ciney, has turned out four Victor records for September release. They are "How's About Tomorrow Night", "Nite-wit Serenade", "Bilhem Heat" and "And I Still Do".

Golden melodies from the Golden Gate supplied by **TOM COAKLEY** and his Palace Hotel Orchestra. Broadcasting via NBC from one of the most famous broadcast studios. Prominently featured in his books and on the radio.

"I SAW STARS"
"A NEW SHOOTER OVER MY SHOULDER"
"SLEEPY HEAD"
"THANK YOU FOR A LOVELY EVENING"
"ONCE IN A LIFETIME"
"ALL I DO IS DREAM OF YOU"

ROBBINS MUSIC CORPORATION
 799 SEVENTH AVENUE
 NEW YORK

Ping Pong Accident

Hollywood, Aug. 13.
 First ping pong casualty of the season today Jack Carroll, 32, a hand, was run over across the court for a fast one, the Barker fell, breaking his leg.

Half an hour earlier a similar incident was staged on the KNX barn dance period.

Rock'fer Niterly to Open Oct. 3 With Noble or Reisman

Rockefeller Roof, swank niterly located on the 65th floor of the RCA building, is being readied for an Oct. 3 unveiling. Although Frank Darling, restaurant and amusement park operator, has the management lease, the finances for furnishing and equipping the spot are coming out of the John D. Rockefeller coffers, with Nelson A. Rockefeller in charge of the venture.

As an advisory board to suggest and pass on the decor, entertainment, etc., the project has a bevy of society matrons. These include Mrs. Kermit Roosevelt, Mrs. Frank Vanderbilt, Mrs. Philip Morris and Mrs. Harvey Gibson. NRC is installing a wire, and the band maestro will be either Ray Noble or Leo Reisman.

Radio Directory

(As a convenience for advertising agencies, sponsors, and other readers, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

NBC
 (Stations WJZ-WEAF)
 50 Rockefeller Center
 Circle 7-5300

M. H. Aylenworth, President
 Richard C. Patterson, Jr., Executive V.P.
 Mark Woods, Asst. Executive V.P.
 A. L. Ashby, V.P. and General Affairs
 Edgar Kolok, V.P. in Charge of Sales
 John F. Royal, V.P. in Charge of Programs
 George Engel, V.P. in Charge of Artistic Service
 Roy C. Wilmer, V.P. in Charge of Eastern Sales
 Henry K. Norton, Treasurer
 Lewis MacCombs, Secretary
 C. W. Horn, Dir. Research and Development
 Frank E. Mason, V.P.
 J. W. Payne, Commercial Engineer
 J. de Jari Almada, Evening Gen. Mgr.
Department Heads
 Donald S. Shaw, Eastern Sales Mgr.
 Alvin H. Morley, Mgr. Program Dept.
 Thomas Bratman, Commercial Program Mgr.
 Charles Delvis, Charge Music Library
 Quinton Adams, Office Manager
 John R. Carey, Service Manager
 D. B. Van Houten, Office Supervisor
 W. E. Huchman, Purchasing Agent
 R. J. Teichner, Assistant Treasurer
 R. E. McKoon, Auditor
 M. M. Keefe, Assistant Auditor
 Paul P. Peter, Mgr. Statistical Dept.
 J. G. Galt, Publicity Mgr.
 J. B. Hanson, Chief Engineer
 E. P. H. Jones, Sales Promotion Mgr.
 D. S. Talbot, Business Mgr. Artists' Service
 Harold Kemp, Artists Service, Pop. Tal. Mgr.
 Frances Rockefeller King, Artists' Service, Private Entertainment
 Fred C. Bantz, Transcriptions
 David Thomas, Local Sales

CBS

(Stations WABC)

180 Madison Ave.
 Wicksbach 2-2929
 William S. Paley, President
 Edward J. Kleiner, Executive V.P.
 Sam Puckard, V.P.
 Hugh Keenan, Vice-P. in Charge of Sales
 Lawrence W. Lawrence, V.P. on Operations and Secretary
 M. R. Hovnan, Treasurer
 W. M. C. Ginzler, Sales Mgr.
 William H. Fingers, Asst. Sales Mgr.
 Julius Field, Comm. Program Dir.
 Julius F. Reichard, Program Operations
 J. G. Galt, Publicity Mgr.
 Edwin K. Galt, Technical Dir.
 Paul White, Special Features
 Paul W. Gordon, Asst. Production
 John J. Karol, Market Research
 Charles Stark, Local Sales
 John C. Gifford, Production Mgr.
 Frederick F. White, Educational Dir.
 Ralph Walker, Educational Dir.
 Hugh Cowham, Commercial Engineer
 Courtney Savage, Dramatic Dir.

Music Notes

Werner Richard Heyman back at Fox to write music for 'Man-Lock', the new Victor McLaughlin-Edmund Lowe film.

Herbie Kay goes into the Edgewater Beach hotel in Chicago Sept. 3 to Oct. 12.

Earl Burnett leaves the Drake hotel, Chicago, Aug. 23 for an eight-week tour, returning about Oct. 20. Week of Aug. 24 he is booked for the Chicago stage. Then seven weeks of tour through the midwest.

Veloz and Yolanda and Anson Weeks and his orchestra booked by MCA for a five-week run at the Waldorf-Astoria, N. Y., starting Sept. 1.

Frankie Masters, originally billed to play the Palace, in Chi, Aug. 17, when he leaves the Canadian club at the World's Fair, goes to St. Louis for three weeks instead on that date. Then returns to the Palace for the week of Sept. 14 and follows with a tour on the road.

Ted Fio Rito and his orchestra return to the Cocoman Grove, L. A., Oct. 1.

Eddie Duchin orchestra leaves the Congress hotel, Chicago, Sept. 1. Goes to the Central Park Casino, N. Y., in October.

Dick Whiting and Sidney Clare are writing two numbers for Alice Faye in '365 Nights in Hollywood,' Sol Wurtel production for Fox.

Niterly Placements

San Francisco, Aug. 13.
 Norman and Arline Solby and the colored act of Parrish and Johnson have been added to the Edgewater Beach Club floor show, with Rubie Wolf m.c'ing.

Midge Williams and the Williams Four have closed at the spot, and are due for a repeat run at the same theatre, doubling from KPRC.

Los Angeles

Raymond Lewis, Mgr. Artists' Bureau
 Phil Ross, Mgr. Vocalist Bookings
WOR
 Hammer Broadcasting Service, Inc.
 1140 Broadway
 Pennsylvania 6-5283
 Alfred J. McCusker, President
 A. A. Corneil, Gen. Mgr.
 Theodore C. Streibart, Asst. to Pres.
 Walter J. Neff, Sales Manager
 David O. Casem, Dir. Public Relations
 Joe P. J. Maher, Mgr. Press Dept.
 L. Lewis Held, Director of Programs
 George Shockey, Musical Director
 Adolph Opfinger, Asst. Program Dir.
 Joseph Hill, Studio Mgr.
 Philip Thorn, Technical Editor
 I. R. Popple, Chief Engineer
 David Cowan, Publicity
 James Maher, Publicity

WINS

American Radio News Corp.
 111 E. 55th St.
 Edw. J. Connelley, President
 R. L. Ferguson, Station Mgr.
 H. E. Balwell, Production Mgr.
 Vincent Sorey, Musical Dir.
 H. Harrison, Acting Program Dir.
 Edythe Moskowitz, Local Sales

WMCA

Longshore-McKinnon Broadcasting Corp.
 Donald Plamm, Pres.
 Operated by Federal Broadcasting Corp.
 Broadway at 53d St.
 Columbus 5-5000
 Geo. H. Korman, Business Mgr.
 Alvin A. Ryan, Jr., Vice-Chairman
 James A. Norris, V.P.
 W. F. Fitzgerald, Secy-Treas.
 Frank Jennings, Artists' Bureau
 Philip P. Whitten, Sales Mgr.
 Fred C. Galt, Publicity
 Frank Muhl, Chief Engineer

WLWL

Universal Broadcasting Corp.
 415 E. 57th St.
 Columbus 5-7000
 H. E. Riley, Dir.
 J. P. Korman, Business Mgr.
 R. W. Block, Sales Manager
 George O'Brien, Program Dir.
 Pauline Ford, Musical Dir.
 Joseph Deppa, Chief Engineer

Chicago

NBC

Merchandise Mart
 Suite 2000
 (Stations WENR-WMAQ)
 Nels Tammund, V.P. in Charge
 Sam Kincy, Asst. to V.P.
 John Parker, Asst. Gen. Mgr.
 John W. Fitzgerald, Office Mgr.
 Roy Sheld, Chief Musical Dir.
 C. L. Menzies, Chief Engineer
 Sidney Strode, Program Mgr.
 Alex Rabb, Asst. Program Mgr.
 Sidney Strode, Artists Mgr.
 Willis Conner, Continuity Mgr.
 Frank Muller, Dir. of Agriculture
 Ralph Walker, Educational Dir.
 Kenneth Carpenter, Sales Mgr.
 (Continued on page 50)

Philly Goes Hotcha with Vengeance; Hotels Gird for Fasnity Boom

Hawaiian Hillbillies

Charlotte, N. C., Aug. 13.
 Fred Kirby, who calls himself the 'Hillbilly Cavalier' has taken a group of Hawaiian musicians under his managerial wing.

Is merging hillbilly and Hawaiian stuff in one radio turn over WBT.

SET DOWNEY, RICHMAN, TUCKER FOR CHI SPOT

Morton Downey opens Friday (17) at the Chez Paree, Chicago niterly, for a two-week stay. Harry Richman will follow Downey for a similar run, and Sophie Tucker is slated to settle down at this spot for five weeks after Richman moves.

Prior to his Chicago entry, Richman will do two weeks at the Blossom Heath Inn, Detroit.

Only Name Bands Menu For Hot-Cha Coast Spot

Los Angeles, Aug. 13.
 Rainbow Gardens, grind dancery for the past four years, goes up town late next month. Jigjerry gets shuttered Aug. 18 to make way for alterations and a new front, which is estimated to cost \$50,000.

Only name bands will be spotted, with Cab Calloway set as the opener to stay for six weeks. Others being propositioned are Vincent Lopez, Phil Harris, Glen Gray and Bernie Cummins.

Spot has a dance capacity of 7,000 and will take on a niterly flavor by the inclusion of tables for eats and a floor show. Raymond Lewis is the owner.

EASE CURFEW

Army Lifts Minne. Midnight Closing Order; Aids Niteries

Minneapolis, Aug. 13.
 This town again can enjoy night life after having had the curfew rung on it at midnight every evening since July 26. Brig. Gen. E. A. Walsh, head of the military, eased the martial law restriction Saturday (11) when he issued an order permitting theatres, night clubs, dance halls and all other amusement places to remain open until 2 a.m.

Midnight closing hurt night clubs plenty and compelled theatres to eliminate their Saturday midnight shows. It was put into effect at the time that martial law was declared.

Martial law still continues, but without this restriction. Governor P. B. Olson has indicated that he will not abolish it until the teamsters' strike is settled.

Bennie Russell and Benny Oakland hopped in last week from Lake Minnawaska, N. Y., where they're spending the summer, to place six songs and collect \$1,300 in advances.

Philadelphia, Aug. 13.

Philly's phenomenal niterly business, breaking every precedent in the Quakertown's staid history, is drawing attention from the more important booking centers. Local musician's union is being flooded with membership requests from N. Y. bookers, with the initial okay already given to Joe Moss.

One of the hottest seasons here has barely dimmed nite club trade and follows up the black ink ledgers of last summer. Town has many central-city clubs working to capacity crowds throughout the week, while river drives and suburban spots report a similar impetus for mass gaiety. Jack Lynch's Adolphus Roof, Walton hotel's Sky Rendezvous, the Anchorage and the River Drive Casino are listed as the leaders among an estimated twenty-five rooms doing a hot trade.

Next month will see the biggest boom in niteries that local analysts have ever recorded. All hotels are budgeting for nite clubs, including those which have remained dark or unconcerned in past years. Headline acts are contemplated for almost every place, which completely uproots all dogmas about Philly's 'dead' days and early curfew. In addition to the hostilities mentioned, hotels Ritz-Carlton, Bellevue-Stratford, Warwick, Ben Franklin and Stephen Girard signify intentions to join the floor show parade.

Wideners' Niterly Splurge

Much ballhoos is being given the announced opening next month of the Arcadia Cafe, a local landmark during the pre-prohibition era. Spot has been snared by Art Padula, 21-year-old owner of the Anchorage, whose business there has had old-timers guessing. Padula will manage on a profit-sharing basis for the social Wideners, latter's estate recently regaining the office building in which the niterly is situated. Plans call for a club with international flavors, a large central room surrounded by smaller rooms representing eight foreign countries, and utilizing food, chefs, waiters and entertainment of the various nations. It is understood that Guy Lombardo's unit has already been signed for the initial stanza, with Buddy Rogers to follow. Wideners have signified intention to make the Arcadia one of the showplaces of the country, backing the spot to the hilt with a terrific talent appropriation.

With news of the Arcadia's plans gradually seeping through the town, other Philly nite club operators are girding for battle, which will see every manner of ethical precedent thrown to the winds. Prices have remained comparably low, with many clubs dispensing with minimum and covert charges.

Philly dailies have already taken notice of this unusual situation, and are devoting much space to Sunday niterly chatter columns.

Harris' 2 Wk. Stay

Jack Harris, British maestro, arrived last Wednesday (8) from London for a stay of two weeks around New York.

On his return to the other side, Harris and his band will open at the Cafe du Paris.

Inside Stuff—Music

Jack Robbins has complained to J. Robert Lubin, of Loew's, about the Harnas publication, 'Even to Be Kissed', written by Howard Dietz and Arthur Schwartz. Name is the former John Harlow film title, now changed to 'Girl From Missouri'.

Song was never intended to be in the picture, according to Robbins, but the Harnas publication carries on its title page a likeness of Miss Harlow and a hookup with Metro. Robbins, as Metro's official and exclusive publisher, objects to it as an alleged unfair trade practice.

The record biz figures to improve markedly from now on. There were evidences of this already a year ago and it is felt that if ever the automatic playing, talking machines are gotten down to a popular price it will put over the disk business in boom style once again.

The box-man equation figures importantly in radio's popularity, about with the other elements, because a phonograph record must necessarily be manually changed every 2½-3 mins. of playing time.

First pastoral poem that Tin Pan Alley has put to music since 'Toss' is 'Now England in the Rain'. Shapiro-Bernstein has addressed a copy of the song to each of the New England governors.

Paul Francis Webster adapted the verse and Larry Stock furnished the melody.

Weber Nixes Brit. Bands for U. S., but Conne Claims Wash. O.K. for Hylton

The Anglo-American dance band thing is up again, and, while hotter than usual, a statement from Joseph N. Weber, president of the American Federation of Musicians, now vacationing in London, kills any hope of Jack Hylton coming to the U. S. It may have its repercussions, for all the stringency of the Labor Dept. in Washington, has been more liberal in admitting visiting American band attractions than the U. S. has entertained for incoming British musicians.

Despite Weber's statement, two salient negotiations in the past week may have significant bearing on future deals. One is the sailing of Ed Conne, radio agent, for London last week with a six-month contract for the importation of Hylton to be the musical mainstay of an all-British program, which will be etherized from New York on a national U. S. network, also into Canada, and by short-wave to England. Conne states he first and the path cleared through the Washington, D. C., authorities for Hylton's admission, providing the British maestro will accept his terms. This is deemed the lesser of the two elements in view of Hylton's known ambition to bring his band to America and show the U. S. his brand of syncopation.

On the other hand, a kink cropped up in the proposed sailing of Duke Ellington and his orchestra Sept. 7 for a return British tour. As heretofore, Ellington was to play the variety theatres and double into one-nighters for dance engagements. Once before the British Labor Ministry objected to the Ellingtonites' dance dates, although okaying the stage performance, but with the band's arrival abroad that was circumvented and Ellington played more dance dates than stage engagements.

Ellington Delay

When the same thing cropped up again, Irving Mills, Ellington's manager, this time insisted on an okay for both stage and dances, not caring to chance it as before. With the British Labor Ministry balking, Mills cabled Harry Foster to go ahead getting everything in order for a last fall sailing, as meaning he has booked Ellington for four weeks in New England and he prefers vamping until the release of the forthcoming *Ma West-Paramount* picture, *Belle of the 90's*, in which the Ellington band participated. Overtures for the joint booking of the band with the picture have come up and it would be smarter booking for Mills to keep Ellington in America for the present during the early months of the West film's release.

London agent Harry Foster meantime advises Mills that the Variety Artists' Federation is backing the importation of Ellington for unlimited engagements in England on the premise it's an unusual artistic organization and the original September-October engagements will probably be consummated later in the fall and winter.

Weber's Stand

London, Aug. 13. Joseph N. Weber, president of the American Federation of Musicians, has just left England for the continent after a five days' sojourn.

According to authoritative statements, indirectly attributed to Weber, the position of allowing English bands to invade America is just as stringent now as ever. There is not a chance for Jack Hylton, or any other British maestro, to hit Broadway, except on a pleasure-bound trip.

The position is that some laxity would be shown to English musicians, but that might mean the beginning of an influx of bands from all parts of Europe, and, with 40,000 first class musicians unemployed in America, such a position would not be tolerated.

The forthcoming sailing of Ray Noble for six months to a year's sweet-maestro engagements in America (radio, theatres, etc.), is an instance of moderated laxity. But Noble can't bring over any musicians.

Weber stressed there is no personal animosity toward British musicians; in fact Englishmen as individuals are given preference

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
Only Have Eyes.....	32		
For All We Know.....	29		
Pardon Southern Accent.....	27		
Never Had a Chance.....	25		
Very Thought of You.....	25		
Eyes Wide Open.....	25		
Love in Bloom.....	24		
Moon Glow.....	24		
I'll Close My Eyes.....	23		
Thank for Lovely Eve.....	23		
All I Do Is Dream.....	22		
I Saw Stars.....	21		
Say It.....	20		
Dames.....	20		
Sleepyhead.....	20		
Then I'll Be Tired.....	19		
Panama.....	17		
Counting on You.....	16		
Take Lesson from Lark.....	16		
Once in Lifetime.....	15		
I Still Do.....	14		
Spellbound.....	13		
Major Over Shoulder.....	13		
I'm in Love.....	13		
Call You Mine.....	13		
Ooh, You Miser.....	13		
Moon Was Yellow.....	13		
Tonite Is Mine.....	13		
Lights Low, Music Sweet.....	13		
He Never Knew.....	12		
Hat on Side of Head.....	12		
Straight from Shoulder.....	12		

CLAIMS INVENTION OF 1 1/2 HR. RECORD

Paris, Aug. 13.

Louis Jaffard claims invention of system of making phonograph records which will play an hour and a half on a single disc. Scheme, he says, permits putting entire act of an opera or symphony movement on one disk.

Idea depends on substitution of constant linear velocity for uniform rotation in recording and reproduction.

100% PERCENTAGE

Olsen Running Det. Spot; Pays All Expenses and Pockets Gross

Detroit, Aug. 13.

George Olsen is running Westwood Gardens on a percentage arrangement, whereby he pays all the expenses and pockets all the admissions. Expenses include \$5,000 weekly to the Detroit Philharmonic Orchestra, which had the spot originally, and still plays one hour nightly. Permission to play the spot was given Olsen only if the contract held by the Philharmonic was taken over.

Olsen originally came in to play a four-week date at \$5,000 weekly. Biz was good and Olsen was to hold-over, but the union stepped in and pointed out that the Philharmonic contract included the entire season except for the original four-week Olsen booking.

Disc admission is 50 cents, and turn-out big. Arrangement stands as is until Olsen tires.

Erdman With Miller

Fred Erdman, formerly recording manager of the RCA Victor Co., is now with the Miller Music Co. in an executive capacity.

He has taken over the direction of the publishing firm's exploitation department.

over other nations. Such a law has been in existence for the last 20 years.

What effect this statement will have on the English Bands' Union remains to be seen. But it looks very much like they will be clamoring for some sort of reprisal.

BRITISH AIR BARS 'LOVE THY NEIGHBOR'

London, Aug. 4. British Broadcasting Corp. has banned the song 'Love Thy Neighbor,' forbidding its use on the air under all circumstances.

Reason is that title is considered sacrilegious.

Columbia Broadcasting System from the start ordered the song title interpreted as 'Love Your Neighbor,' but otherwise did not restrict it.

Big-Top Ballrooms Duck ASCAP Tax Via Free Teeping

Chicago, Aug. 13. Figuring to beat the ASCAP ballroom tax, there are a number of big-top dance hall-and-confectionery stores springing up throughout the Midwest. Operators pitch a big tent in a cornfield, lay down a floor and set up four large loudspeakers at each corner of the canvas.

From nine p.m. on, the operators are sure of a steady flow of the best dance bands in the country and they advertise these names.

However, the gag is that these tent ballrooms charge no admission to come in and dance. It's strictly free. The operators get off the nut through the sale of the confectionery counters, of drinks and candy.

Mills Takes 5 Paris Taxi-Dancehall Tunes

Believing that recent shortwave broadcasts from Paris has stimulated an interest among American listeners in this type of music, Jack Mills has bought the American rights to five Bal Musette tunes from Charles Brull, French publisher. A Bal Musette is a French taxi dance emporium, and name has been adopted to describe the type of music and instrumentation that is distinctive of these spots.

As a sequel to his recent visit abroad, Mills has also acquired the American rights to 'Troubleome Trumpet' from Peter Maurice, and 'Come and Dance Anyway' from Editions Smyth, both French publishing firms.

Decca Draws First Blood in Impending Talent, Sales Battle with Brunswick

A phonograph war impends between Brunswick and the new Decca, predicated principally on the new American Decca Co.'s executive and artistic personnel having come from the old Brunswick and Columbia ranks. Brunswick is now concerned over Col through the recent buy-out by Brunswick of Col's assets, trade names and copyrights.

Decca the relatively negligible sales of phonograph records in recent years—now an old story because of the effect of radio on disks—both Brunswick and Decca are going hot and heavy after sales.

Decca's attitude is that the artist will carry its label and that, apart from the trade emphasizing one label over another, the public at large doesn't care on which disk Crosby, Lombardo, et al., record—they're buying the artists. Decca expresses that in the same terms as motion pictures—the fans know little and care less about the trademarks of the producers; they go to see the stars.

Brunswick seemingly is of the same opinion, and is fortifying its recording star roster with artists which Irving Mills is bringing back from the Victor lists. About a year ago Mills took his Calloways, Ellingtons, et al., away from Brunswick to Victor; now it's the reverse.

Decca officially raided Brunswick by making a deal to buy recordings on the Coast last week and the first Lombardo dance records in New York this week.

Use of a Lyric in a Mag Story Ruled No Infringement, but MPPA May Be Enlisted for Test

Rebounding Justice

Paris, Aug. 6. French publisher of 'Carmen,' M. Choudens, brought suit against Mireille composer of pop hit, 'Couches dans le Foin' (Sleepin' in the Hay), for lifting two opening measures of tondore song for her number.

Court decided it wasn't plagiarism, but honest quoting, and would do 'Carmen' more good than harm. Awarded Mireille 5,000 francs damages (\$330) to punish Choudens for bringing the action.

MUSIC CODE IS READY FOR PREZ

Indications are the music publishers' code will be in the hands of President Roosevelt for approval by the end of the current month. John Williams, NRA administrator for the publishing industries division, last week advised John G. Paine, chairman of the Music Publishers' Protective Association board, that the covenant was practically ready for this step. Paine is due to meet with Williams in Washington today (Tuesday) for a final discussion of some of the disputed clauses in the instrument.

As soon as the code has been turned over to the President, the MPPA and the Music Publishers' Association, the latter representing the standard faction, will go through the preliminaries leading to the election of the code authority and the co-ordinating committees. These two organizations will do the nominating of candidates, but the choosing of the members for the three boards will be left to the industry as a whole.

Under the administrative provisions of the code as it now stands, the authority coterie will consist of two members each from the pop and standard factions, with the fifth man appointed by the Government, while the co-ordinating committees will consist of five reps each from the standard and popular groups.

Shapiro, Bernstein & Co. has asked the Music Publishers' Protective Association to join it in an appeal from the Federal Court decision which held that J. P. McEvoy's use of excerpts from the lyric of 'You Can't Stop Me From Lovin' You' in a Collier's magazine story did not constitute infringement of copyright. The Shapiro firm is of the opinion that the question of law involved affected the entire publishing industry and that the action had now become an association matter. The decision and the briefs in the case have been turned over for study to the MPPA counsel, Francis Gilbert.

McEvoy's story, 'Are You Listening?' appeared in Collier's. The case was tried before Judge Frank J. Coleman in the New York Federal Court last December. He died before the issue was decided and by arrangement between opposing lawyers the matter was submitted to Judge Henry W. Goddard for decision upon the facts.

In his decision, dismissing the Shapiro-Bernstein suit, Judge Goddard made frequent reference to the 'doctrine of fair use' and declared that if there had been an infringement it was merely a technical one and could not have caused injury to the plaintiff. In using excerpts from the lyrics, averred the court, McEvoy had done nothing to directly affect the sale of the song. The quotations incorporated in the story were, said Judge Goddard, too fragmentary to serve as a substitute for any one interested in buying a copy of the song.

'Fair Use' Opinion. Council had not cited nor has the court found, declared Judge Goddard, any decisions involving facts directly comparable to those involved in the Shapiro-McEvoy case. Yet he had no doubt that small snatches from the words or music of a popular song have been used more or less frequently by authors for the sole purpose of reflecting a certain atmosphere or background. Perhaps, he said, the reason why similar cases are not found is because such use of the song was generally regarded as permissible and falling in the class of 'fair use.'

Shapiro-Bernstein filed the suit after McEvoy had on two previous occasions made similar use of that firm's songs. At the request of Collier's, McEvoy offered to settle the 'You Can't Stop Me From Lovin' You' litigation with the payment of a nominal sum, but the publishers elected to make a test case of the alleged infringement. House, Grossman & Vorhaus did the litigating for Shapiro-Bernstein.

Art Schwartz Quitting Coast for Warner Spot

Hollywood, Aug. 13. After 15 years on Coast representing various music publishers, Art Schwartz left Saturday (11) for New York, where he reports Aug. 28 as assistant to Edward H. Morris, chief of consolidated Warner Bros. music publishing interests. He will be in charge of sales.

For past six years he has been Coast representative for M. Witmark and Sons. On way east, Schwartz will visit all Coast and inland branches.

Lucas for Edgewater

Chicago, Aug. 13. Clyde Lucas, organist, goes into the Edgewater Beach hotel Oct. 12. Has been playing at the Morrison hotel.

With the move from the Morrison to the Edgewater, the Lucas orchestra moves from NRC to CBS. A Vorhaus did the litigating for Shapiro-Bernstein.

Abbott on Way

John Abbott, managing director of Francis, Day & Hunter, British publishers, is slated to arrive here Aug. 30 for a week to 10 days' stay. Mrs. Abbott accompanying.

Could have a son on this side during the American methods of the publishing business.

RKO Just Within Code at \$500 Budget for 4-Day, 5-Act Bills; Quartet N. Y. Houses Go Vaude

At probably the lowest budgets ever set by a major circuit for vaude shows, coming just within the code minimum for salaries, RKO resumes with stage shows in four spots at the end of this month. Stage appropriations average \$500 for four-day shows at the Madison, Brooklyn, and Coliseum, New York, which open Aug. 25 and Sept. 1, respectively, and \$250 for two days at the Chester, Bronx, and Capitol, Union City, N. J., which open on same dates in order named.

With the exception of the Madison, used last season as a 'showing' house by RKO, all of the houses coming in have been in grind pictures for more than two years. The Chester has been without vaude for almost four years.

Minus 10%

Success of the first one-act shows in six spots in and around New York, which started Aug. 4, prompted RKO to open the further time to stage entertainment, but at budgets which rival those of the smallest indie vaudeville firms in or out of New York. At an average of 15 people per show, the code salary minimum for four days would be \$450. In appropriating \$500, RKO is just skimming the law, and with 10% commission deducted the acts' share is \$450.

Despite the low money, it is expected that by the time these houses start with vaude that the six theatres which opened with one-act last week will amplify their shows to five and six acts on regular split-week policies. These are the Fordham, Bronx; White Plains, New Rochelle, Yonkers, Mount Vernon and Flushing. Acts playing these houses do so without benefit of pit orchestras, being of the comedy-singing-dancing type that furnish their own musical accompaniment.

At the same time as experimenting with vaude, RKO is apparently

also switching openings from Fridays and Tuesdays back to Saturdays and Wednesdays. Six spots that came in last week are Saturday openings, with the same going for the four due at the end of August and beginning of September.

While there has been no approach by any of the circuits playing vaude for an agreement on the matter as yet, it's expected they'll get together for uniform openings to allay booking confusion. With one circuit opening on Saturdays and Wednesdays, and the others Fridays and Tuesdays, it will mean that acts will have to lay off as much as six days before being able to play a date on the Loew circuit coming out of an RKO date, or vice versa.

CWA Units to Pay Actors \$24 Wkly; Start in October

CWA's 20 vaude units for relief of unemployed vaude actors and chorines will not get under way until the middle of October. Relief agencies of the States of New York, New Jersey and Pennsylvania don't expect to get organized to handle these shows for the CCC camps and civic organizational charities before that time. Col. Earl Booth, Public Welfare and CWA official, is getting the machinery in order.

Salaries for performers in the relief units has been set at \$24 weekly. Fact that these shows are Government relief for unemployed is the reason why the salaries can go below the minimum set by the vaudeville section of the Motion Picture Code, which is \$45 per week per principal.

American Federation of Actors will supervise the booking of the units and their staging.

ROONEY AND TIMBERG REVIVING POP-SON UNIT

Herman Timberg and Pat Rooney are reviving their combination unit for the coming season. The younger generation will again be with their pops.

Unit opens for Loew Aug. 24 at the Valencia.

New Acts

ROYE and MAYE (4)
Dancing.
17 Mins.; Full (Special)
State, New York

For a good many years Roye and Maye have been starting where most teams finish in the line of stage ballroom dancing. And they're still well ahead of the field, as illustrated in this new act.

Still doing the regulation quota of three numbers, but while the routine is unchanged the numbers have kept abreast of the times. Where once Roye and Maye were known for their waltzes and tangos, they're now doing Harlemaesque wriggles and boleros. By making progress as the march of time demands it, Roye and Maye manage to remain in the front rank of their school of dancing.

With the team in this turn, in addition to the customary piano act, comes a Miss Joyce, platinum blonde singer, who fills the two Roye and Maye breathing spots. Miss Joyce is using two very slow and extra torchy songs, whereas she might try at least one speedier chanson and in that manner become more than just a fill-in.

Roye and Maye's three dances are a waltz, a Harlemaesque and a bolero. Latter, closing the act, is a whirlwind affair, done under a deep blue spot. A big more light wouldn't hurt. In none of the three numbers is Miss Joyce on her toes. But she's doing other things profitably now, so the absence of the work won't be missed, and the changes in these days of four-and-a-half-day and after all these years probably won't be noticed.

The full stage set is plain but for the piano keyboard painted on the back of the stage, a clever motif for the opening dance. *Hipe.*

THE FLORIDIANS
Comedy, Singing
12 Mins.; One
Orpheum, N. Y.

This is practically the same as the one The Beck Brothers did a year ago, only this time they have added a pianist and changed their billing, which has no connection with their type of work, nor with the band that played under that tag a number of years ago.

Andy Devere sings a quartet, accompanying the brothers' hokey on a baby upright. Becks deliver comedy songs in a manner suitable for any type of nabe, but hardly palatable for the classier theses. One of the boys also goes in for imitations of Harry Richman, Cantor and Chevalier that would be unrecognizable if it weren't for the introductions.

Hard workers, though, with most of their faults lying in their material. Deuced here to nice response.

JEAN, RUTH and GALE
Dancing
6 Mins.; One
Academy, N. Y.

Two blondes and a brunet in a brief hokey ménage that presents little more than a cheap buy for frugal theatres. Formerly this trio would be just another spangly in a flash—now they're an act, but a weak one.

Opening the show here, the girls did three routines, first an off-beat tap, then a Harlemaesque and finally the expected, competitive stepping. Their looks, however, are their prime assets, being young and shapely, as is nothing unusual in their dancing.

Response here was meagre.

Marcus Show to India

Chicago, Aug. 13.
After a season in China and Japan, A. B. Marcus' 'The Greater Marcus Show' goes to India for the fall.

Opens in Calcutta. Ned Alford continues in advance.

RKO Restoring Vaude to Providence, Boston and Newark by Labor Day

Three of RKO's former big time houses are set to resume vaude on a full-week basis Labor Day. They are Newark, Boston and Providence. Providence and Boston will go on Bill Howard's book, while Arthur Will will buy the shows for Proctor's, Newark, as last season.

While opening on a Monday, it's expected the theatres will revert to Saturday openings to conform with the theatres in which RKO is experimenting with vaude in and around New York.

Boston and Newark will play money shows, probably up to \$5,000. Providence budget is around half that.

Same Amount of Stripping in \$2,200 Supreme Burly Shows Starting Sept. 2

LOEW SETS MYRT-MARG FOR 1ST EASTERN DATE

'Myrt and Marge,' radio script turn, comes east for vaude for the first time this month, opening for Loew Aug. 17 in Washington. Team has played the middle west over the summer. Johnny Hlyde set the Loew deal, which includes the balance of the time following WASHINGTON.

'Myrt' of the team is Myrtle Vail, of the one-time standard vaude team, Dammerel (George) and Vail. 'Marge' is Margaret Dammerel, her daughter.

Indie Burly Ops. Unable to Agree On Code Members

Washington, Aug. 13.
Deadline for submission of nominations for three independent posts on burlesque code authority was fixed today by Acting Divisional Administrator William P. Farnsworth in an effort to speed final organization of administrative agency for this branch of amusement industry.

All ballots must be returned by Wednesday (15), Farnsworth informed 39 independent operators, who so far have been unable to agree to representation. Up to noon five ballots had been returned unclaimed, while only six nominations had been submitted.

Delay in filling indie posts will prevent code authority from getting into action with opening of winter season Labor Day. It is feared, so NRA feels heat must be turned on in order that administrative machinery may be set up.

DANSEUSE GOES VAUDE WITH RKO TRIMMINGS

Booking Patricia Bowman as a single, RKO will supply the trimmings for her vaude engagements, which start Aug. 17 at the Palace, Chicago. The former Radio City Music Hall danseuse plays the Fox, Detroit, the following week (24). Chi date will be the first in vaude for Miss Bowman, with exception of a week at the Palace with the Hoxby ballet three years ago.

In Chicago Miss Bowman will work with a piano team. In Detroit she gets the house line for support. Charlie Morrison is handling Miss Bowman as personal manager, with Max Tishman negotiating the RKO bookings.

Waterbury, 4 Days

Warners' State, Waterbury, Conn., went five acts of vaude on a four-day basis Saturday (10).
House booked out of New York by WB.

New Supreme burlesque wheel, composed of the Minsky-Weinstock, Rudnick-Maddan and I. H. Herk (Empire) outfits, will start out with 40-people shows at \$2,200 per show budgets. The wheel gets under way Sept. 2.

Six towns will be in at the start, four contributed by Minsky-Weinstock and two by Rudnick-Maddan. Minsky quartet comprises Republic, New York; Minsky's (Werba's), Brooklyn; Park, Boston; Empire, Newark. R. & M. houses are Shubert, Philadelphia, and Capitol, Albany. Under terms of the deal, the Rudnick-Maddan Eltinge on 42d street, New York, opposes house to Minsky's Republic, stays in stock.

Izzy Herk enters the picture as chairman of the Supreme board. Joe Weinstock is president. Herk has dissolved his Empire outfit and also disbanded his booking office in favor of the new connection.

Troupes will consist of 24 girls and 16 principals, with a stage manager, deck hand and orchestra conductor traveling with each show. The traveling leader is something that has been missing in burlesque for about four years.

The \$2,200 budget is the highest contemplated for a burlesque wheel in several years. Last season the short-lived Empire started and finished with a \$1,500 budget.

To Stage Own Shows

Wheel has mixed the producer financial system in favor of staking its own shows with a permanent staff of four producers. The quartet will consist of Paul Markoff, Fred Clarke, Pal Brandeaux and Ken Rogers. All booking will be direct, handled out of the Minsky offices at the Republic, with Herbert Minsky and Eddie Maddan as bookers.

Route will run as follows: Brooklyn, Boston, Albany, Newark, Philly, New York, Newark house is the old Miner's, which the Minskys are remodeling. Wheel heads also claim they have deals on which will extend the route later to independent theatres in Washington and Baltimore. In these two towns, Supreme would be in competition with the wheeled Izzy Hirsch-Hon Nicholas who is in that territory.

Report that the Supreme heads have been in a quandry over a problem of using one or two stripers per show, or even none at all, is described as the nuts. If anything, there will be just as much stripping this year as last, and perhaps more. It's no secret that burlesque figures censorship of pictures will be a break for burlesque.

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BOOKING MANAGER

LOEW STAGING OWN UNITS

Two Strikes

RKO will restore vaudeville for four days a week in four of its New York theatres next month. The budget for these five-act bills to be played in \$500 (less 10% commission) per bill. And when this policy shows the RKO operators will leave their usual sad sigh and announce that 'Vaudeville is washed up in New York'.

And they'll be right. For vaudeville can't be anything else under such circumstances. When a major circuit classes itself with the smallest in the independent vaudeville field, that major circuit's vaudeville is washed up before it opens.

At \$500 (less 10% commission) for the four days, these RKO bills will barely ease inside the minimum salary limit set for vaudeville under the NIA Code. The code requires that no actor can play for less than \$7.50 a day. It was designed to exterminate those in the vaudeville business whose pre-code notion of a suitable salary for an actor was \$2 or \$3 a day. The code, or at least this portion of it, was not written for the major circuits and the better independents who not only can afford to pay more but have never considered doing otherwise.

As to moral issue, the decision of one of the leading circuits merely to ease within the regulations speaks for itself. But there is also the business aspect.

The code minimum of \$7.50 a day for a day's work, or \$40 for a full week, is a living wage. No denying that, but at \$7.50 a day, or \$40 a week, the actor cannot purchase costumes, scenery, material, orchestral arrangements and other requisites for his existence and future as a performer without which his value to the theatre is practically nil.

RKO will get actors for the \$500 (less 10% commission) bills. Just as the indies get 'em. But has RKO, or anybody in RKO, ever witnessed those indie shows?

RKO isn't reviving vaudeville in these New York houses—some of which have been without vaudeville for three and four years—for fun. RKO must believe that there's a chance to get some business with vaudeville when pictures are bad. For that reason alone the belief that it can get anywhere at \$7.50 a day for its actors is ridiculous. If there is any chance for a comeback by stage entertainment at this time, and it would appear that there is, RKO will kill that chance with its \$500 (less 10% commission) budgets.

There's also that RKO division manager who has enjoyed a good break with his vaudeville in an eastern resort house this summer. The one who tells anybody who will listen that, 'the house is making a fortune and we're buying the acts for nothing'.

N. Y. Authorities Would Bar Out Dillinger's Act

Samuel J. Burger, an agent, and Irving Schneider, his attorney, have formally notified License Commissioner Moss that he (the Commissioner) will be snubbed as well as defied if he interferes with any New York stage bookings for John Dillinger, Sr.

Commissioner Moss has notified Burger and his attorney that a combination of License Commissioner Moss and Police Commissioner O'Ryan will take steps to prevent the appearance of Dillinger, Sr. principally on the grounds that he was the father of the slain outlaw.

Burger and his attorney have informed Commissioner Moss that they can't understand Commissioner Moss' attitude, and anyway they see nothing objectionable about the elder Dillinger's act. It being, in their judgment, a 'sermon and lesson for parents and others generally.'

Having asked the Commissioner's permission and having been denied it, Burger will go ahead on booking Dillinger, Sr., without it. New all Burger has to do is find a theatre in which to book Dillinger, Sr. So far no dice, but Burger says there's a chance Dillinger, Sr., will go into the Hippodrome, New York. Only the Hippodrome happens to be dark. But it may reopen.

Akron, O., Aug. 13. Following a week's engagement in an Indianapolis theatre, John Dillinger, Sr., father of the dead bandit, and other immediate members of the family are playing their first tented engagement this week at the annual Summit County fair here. Troupe, according to Frank Rutland, manager of concessions, was contracted for the four days on a 50-50 percentage, no guarantee. From here they go to the Century of Progress.

RKO-Skouras Split May Force N. Y. Neighb Vaude

Failure of either party to renew the pooling deal between RKO and Skouras on the Academy and Jefferson on 14th street, and the Audubon and Coliseum in the uptown sector of New York, will probably mean a renewal of stage show competition in those nabes in the near future. Old deal between the two circuits was up Aug. 1.

Coliseum is slated to resume vaude the end of this month on a four-day, five-act basis after being in grind pix for more than two years in favor of the Audubon playing the shows. On 14th street the Jeff is in grind pix, while the Academy plays the vaude-picture combo.

Although the pool is over, RKO continues to book the Academy on a week-to-week basis. Skouras, however, are expected to make a switch to another booking office within the next two weeks, probably shifting the buying of their shows to either Fanchon & Marco or Arthur Fisher, indie.

RKO has been in favor of renewing the 14th street deal for another year, although wanting to withdraw from the arrangement uptown, but the Skouras nixed everything rather than effect a partial deal.

Peabody's Jump-Breaker

Eddie Peabody will play two weeks at the State-Lake, Chicago, starting Sept. 2, on his way back from California. Week at the Wisconsin, Milwaukee, precedes the Chicago.

While in Chicago Peabody will hop back on the NBC web as in advance to his return to the NBC studios in New York.

Soph Returning

Sophie Tucker sails Thursday (16) for home from London, where she has been fulfilling stage and nitery engagements since last Spring.

She is scheduled to open at the Ibez Palace in Chicago in September.

NO NAMES AND \$3,000 BUDGET

Bob Murphy, Sid Marion in Opener, Starting in Sept. —Production Under Louis K. Sidney — Permanent Prod. Staff If Policy Hits

ELASTICITY

Loew is returning to the production of stage shows for the '34-'35 season to put on non-name units for its own theatres under a budget of \$3,000 per show. First one, going out in September, will feature Bob Murphy and Sid Marion. Production will be under supervision of Louis K. Sidney and by Sidney's skeleton staff from the Capitol, New York. If the unit idea develops into a permanent policy for the season, a regular production staff will be established. Loew hasn't had one since disbanding the staff that produced shows for the deluxe picture houses up to three years ago.

In deciding on a \$3,000 budget, and declaring the non-name policy for the units, Loew intends them expressly for the theatres that regularly play moderate priced bills. But the production setup is sufficiently elastic to apply to the larger theatres on the circuit also, with likelihood the unit will be used in the de luxers when the picture is hot and no particularly strong stage support is needed. The units also will be pliable enough to stand up under the addition of a name, when available and if needed.

Cheaper Than Indies

At \$3,000 the Loew units, as to cost, will run about \$500 cheaper than the similar type shows produced independently for the Interstate houses in the south last season. Loew expressed dissatisfaction with these units and declined to play them. Understanding is that the Loew plan involves less concentration on production, and more on the talent end, with the staging to be incidental only and just about enough of it to hold the acts together.

The Loew impression is that it can produce units for even theatres that will be more suitable and less costly than most units obtainable on the outside. But Loew reserves the right to book outside units also in addition to its own.

WB's Vaude Revival Against Loew In Pitt.; 1st Oppishish in 4 Years

More vaude than Pittsburgh has witnessed in the last four years may hit the Smoky City this fall. At same time, town may see the first major circuit competition in stage shows in a like amount of years.

Warner's is scheduled to spot-book attractions into the Stanley, a similar policy being to be in order at Loew's Penn. in the Fall. These two theatres have not played stage shows at the same time since vaude has been on the slide.

Pitt. an indie, is expected to resume stage shows shortly after Labor Day, booked by Arthur Fisher out of New York, same as last season. The Penn played name units last year, while the Pitt mainly displayed the smaller, nameless minor revues, mostly on a percentage basis.

Fourth house that may go vaude is Johnny Harris' recently remodelled Alvin, which, situated in between the Penn and Stanley, will reopen with straight pictures. Harris is considering vaude, but when and through what booker has not been set.

Moss Invites Actor Groups to Confer on New Standard Vaude Contract; Current One Inequitable

3 HOUSES' 6 DAYS

Sid Lust Trying Vaude in Maryland Towns

Baltimore, Aug. 13. Sidney Lust, operator of a string of small town picture houses through Maryland, currently inserts vaude in three of them on a two-day per week basis.

Is using four acts, booked out of Baltimore, and the time dovetails into a full week for the acts, starting at the Arcade, Rockville, then following through the Cameo at Mt. Ranier, and the Arcade, Hyattsville.

LEO COHEN GETS LOEW VAUDE BOOK

Leo Cohen this week takes over the No. 2 vaudeville book in the Loew office, supplanting Sidney Piermont, who stepped into the office's top booking assignment which Marvin Schenck vacated. On Cohen's book are the State, Boulevard and Orpheum, New York; Metropolitan and Gates, Brooklyn; and the New England Folio theatres playing now-and-then attractions.

Piermont books all the deluxers formerly booked by Schenck, under the new Loew setup. In this group are the Capitol, Valencia, Baltimore; Boston, Jersey City, Newark, Providence and Washington.

Cohen has been with Loew's for 12 years. In the booking office he has been on general assignment, mostly catching shows and supervising benefits.

SANTREY QUILTS MORRIS

Hollywood, Aug. 13. Harry Santrey has resigned from the William Morris agency. Jack Weiner, former N. Y. vaude agent, takes over Santrey's duties.

WB's Vaude Revival Against Loew In Pitt.; 1st Oppishish in 4 Years

FOYS REUNITE

5 of Eddie Foy's 7 Children to Do Unit

The Foy family, reunited after a five year separation, will stage its comeback this season in a unit being produced by Irving Tishman and Irving Yates.

In the turn will be Charlie, Eddie, Jr., Irving, Mary and Madeline. Only missing members of the original Eddie Foy tribe will be Dick, who is in the south with the Bob O'Donnell circuit, and Brian, producing pictures.

Unit will have 10 people in support of the five Foy's. Max Tishman has set an RKO opening for Sept. 1 in Trenton.

Shade, Coots Team

Lillian Shade and J. Fred Coots have teamed up as a new vaude combo.

Turn agents for RKO next week at the Coliseum in New York.

License Commissioner Paul Moss Friday (10) took his first step to effect changes in the contracts now in use by the New York vaudeville booking offices. Charging that almost all of the binders used by the vaude buyers nowadays are inequitable for the actor, Moss conferred with five lawyers and reps of the American Federation of Actors and Theatrical Democratic League on the drawing up of a uniform contract.

General Business Law of New York gives the License Department the right to supervise all contracts in use by employment agencies. Booking offices are licensed as the latter, but their contracts have not received an okay from a License Commissioner for more than 16 years.

Moss learned the vaude booking offices were using inequitable contracts 10 weeks ago, when John Hickey & Harry Anger charged Eddie Sherman, indie booker, with cancelling their unit 'Words and Music' out of the Hipp, Baltimore, without sufficient notice. I. Robert Broder, attorney for the producers, pointed out at the hearing that Moss has the right to supervise vaudeville contracts, which, according to the law, are supposed to be checked and okayed by the License Department in advance.

Moss at the time acquitted Sherman, although, in his decision, stated that the booker was using an inequitable contract. Broder, who

(Continued on page 46)

Vode Committee Finally Active; Defines Clause

In answer to numerous requests for rulings from out of town NIA Compliance Boards, the New York Vaudeville committee of the Motion Picture Code Authority last week (10) issued interpretations of two clauses in the code, over which there has been some confusion in various localities.

Rulings are:

That the code minimum salary of \$7.50 for all principals holds good regardless of the number of performances required by a theatre.

That the \$7.50 minimum must be paid by each theatre if the act is booked to play more than one theatre in any one day. (This pertains particularly to the New England vaude indies, which have been bicycling acts.)


That any actor appearing as an amateur shall not be paid at all.

That if any payment is made to an 'amateur,' that 'amateur' shall close as a professional and receive not less than the required \$7.50 per day.

The Vaudeville Committee which issued the interpretations consists of Charlie Moskowitz of Loew's, Sam Denbow, Jr., of Paramount and Leslie Thompson of RKO. They were appointed about four months ago to investigate vaude conditions under the code, but didn't get around to it until lately.

Vaude producers have apparently dropped their concerted agitation for modification of the code to meet lower salaries for 'showing' or 'break-in' engagements. When heard, the Code Committee was asked to investigate with a view of alleviating matters for the producers if possible without necessitating a revision of the code itself. But no report is known to have been made.

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15 YEARS AGO

(From VARIETY and Clipper)

Paris cable announced Fox Films was starting in a 'big' way over there. Had opened an office.

Nat. Ass'n of M. P. Industry, in convention, decided to form a booking pool and lick the producers. Sore on the latter, who were starting in on the theatre end.

Several directors quit their jobs to produce independently. Resented the supervisors. Used to it now.

There were about three jobs open to every musician in the N. Y. area. Picture theatre men were sore because they worked longer and got less than the drama houses.

Equity strike on and 12 theatres closed. Variety issued daily strike bulletins of three pages each. Fourth was advertising.

Barnum-Bailey show made a pitch in Grant Park, Chicago. First time, and the citizens were yelling. City got 10% of the gross for Soldiers and Sailors' memorial fund, with a guarantee of \$10,000.

Joe Weber, of American Federation of Musicians, announced all members must be citizens or exit. About one-third of the members were aliens.

Equity strike slapped B'way grosses. People did not buy for open shows, knowing the house might be closed before tickets could be presented. So many shows being readied for the road there was a scarcity of rehearsal halls. Strike helped to ease the situation temporarily.

Coney Island lost nearly \$1,000,000 due to a traffic strike in Brooklyn.

Woolworth stores notified by music pub. that Federal Trade Commission would be appealed to if price cutting was not stopped.

J. Hartley Manners temporarily enjoined Paramount from showing 'Peg o' My Heart,' claiming he never sold the picture rights. Paramount took the play from Oliver Morosco.

Brooklyn Strand about ready to open. Last word in theatres then. Double-biller now.

Circuses in trouble with the railroads. Frequent mats lost through carelessness of officials in moving the trains.

50 YEARS AGO

(From Clipper)

Top song of the day was 'A Boy's Best Friend Is His Mother.' Clipper objected to the line 'when she's gone, you'll never get another.' Thought it too self-evident.

Reprint of a minstrel program of 1850 carried a line requesting gentlemen not to demand encores. Nothing said about the women. Largely stag.

Clipper cheered by the fact that among the new specialty people the tendency to drunkenness and general recklessness was less apparent.

Ernest Gys definitely abandoned the idea of giving opera at the Met. To stick to London and lower salaries.

Joseph Brooks booked Lillian Russell to a contract with Brooks & Dickson.

Lawrence Barrett paid tribute to Henry E. Abbey's skill as a producer. Abbey had visited him and

(Continued on page 52)

Inside Stuff—Pictures

Regardless of the precedents which the American Society of Composers, Authors and Publishers for nearly 20 years has piled up to establish its own legality, major filmfare is confident the courts may find a change in this status in 1934. They hold that no such test case has been made of the society's position in relation to the film industry since the entrance of sound.

Industry legal committee, instructed to scout around for a nationally known copyright firm, has decided on Baker, Hostettler, Sido and Thompson of St. Louis. This is Newton D. Baker's firm but as yet it has not formally accepted the case, although it is acting for the National Association of Broadcasters in a somewhat similar action against ASCAP.

There are no mass meetings scheduled. Leaders against the raised seat tax feel that exhibitor propaganda throughout the country will accomplish more than flag-waving.

Leave to examine officers-directors of Paramount, Chase National Bank, Columbia Broadcasting System and 12 creditor banks on the film-hypothecating deal before trial of an action to fix responsibility for many pre-receivership Par activities, was argued yesterday (Monday) before Judge Rosenman in the Supreme court. Decision was reserved, court giving lawyers until Thursday (16) to file briefs. Bondholders, represented by Samuel Zirn as counsel, sought to examine around 40 Par-banks-CBS officials in advance of the state court suit.

Cravath, de Gersdorff, Swaine & Wood, attorneys for the defense, offered a counter-motion against the proposed examination on the ground that the Circuit Court at Albany has yet to decide whether a non-judgment creditor such as a bondholder has a right to intervene in efforts to fix responsibility for actions prior to bankruptcy. Fourteen law firms appeared for defendants.

One of the reasons why theatre owners are squawking to distributors about letting certain houses 'play revivals as a steady policy, or frequently, is contained in the misleading trailers used on a couple of oddies by a New York city grind, house booked 'Tarnished Lady' from Par and 'Crowd Roars' from Warner Bros. on a double feature revival program. Chiseling to avoid expense of new trailers or other suitable advance advertising, house had a trailer on the coming 'Tarnished Lady' which raved about 'Tallulah Bankhead's first picture in the U. S. and her possibilities. Trailer on 'Crowd Roars' called it Cagney's latest romance.

Speculation as to what might have happened had not the Music Hall made its own product deals rather than swing along with RKO when it made its buys follows the dubious situation as it confronts RKO. Columbia with which the Hall has a deal for a minimum of 10 and up to 13 from its program, has sold to Lew's following the Hall, instead of waiting for RKO to make up its mind, while Fox is on the fence. With Fox much depends on the outcome of the Fox-Metropolitan matter, since the F-M chain has a Fox franchise.

The victory effected on behalf of the Princess Yousouppoff in her libel action against Metro's 'Rasputin And the Empress,' emphasizes that Fanny E. Holtzmann, New York femme barrister, is probably better known in London and on the Riviera than in her native Manhattan.

Alternating between N. Y. and Europe, Miss Holtzmann has been mixing with the London show and literary bunch, her travels taking her with the seasons to the Riviera.

Foxy plan that worked to get an expert's judgment, cost free, concerns the head of a major studio and a producer on another lot whose keen scent on story values is known. Studio head suggested idea of exchanging unused scripts. They agreed, and both submitted lists. Deal was a dud as nothing came of it. But when the studio head announced his new program, list had every story producer on other lot had checked off.

Failing to get a clean bill of health for 'Crime Without Passion', at the Hays office, Charles MacArthur flew to the Coast with a print of the film to let Joe Breen take a peek at it.

Breen refused to pass on it saying it was up to the New York office as under regulations pictures made in the east must be passed on there. 'Crime' was produced by MacArthur and Ben Hecht in New York and was awarded an okay last week.

Warners has employed an efficiency expert to find ways of cutting the cost of physical operation of its Burbank plant. Job is being done by H. K. Bachevalier, former head of the Motion Picture Industries Credit Association.

Bachevalier, working under William Koenig's direction, is checking up on phone calls, secretaries' time and what the writers do when they're not writing.

Joe Breen listened to attaches of a major studio propound good points of a story the outfit wanted to make. Breen frowned on it, saying sections violated the Hays cleansing process.

Studio execs finally told him that regardless of what he thought they were going ahead with the project. Breen retorted that under no circumstances would he pass the finished product.

Warner Bros. have no idea of turning out a group of pictures budgeted at \$60,000, the home office calling reports in that direction ridiculous. Home office believes the report became circulated because WB placed under contract Ross Lederman who has been turning out some acceptable product for Columbia on very low budgets.

Publicity staff at the Metro studio, which usually gets terse memos only from Barrett Kieseling, must now read a voluminous treatise of his 'How Talkies Are Made', 35,000 words-long, is ordered on the personal dict for 'general information'.

Official NRA condemnations on the death of Marie Dressler were expressed by the Code Authority in a resolution last week.

Miss Dressler had been forced to reject the invitation of President Roosevelt to sit as an impartial representative on the film C. A.

Alexander Hall, who stepped in to direct Paramount's 'Turnout of Happiness' when Ralph Murphy dropped out through illness, will get mugging credit. Murphy worked on the picture about two weeks.

Harry Cohn is personally cracking down on visitors on the Columbia lot. Finding an agent and four guests of Victor McLaglen on a set Cohn told all five to scram.

After spending \$25,000 for the story, Metro has given up hope of making 'Fustian Always Runs Twice' because of the dirt angle. Studio has put the yarn on the market for legit production.

Edwin Curlew, who has taken over Coast territory for Mobas, a home projector outfit, is amid negotiations to go to London to make a film. Production was reported Curlew's avocation was taking him out of

Inside Stuff—Radio

For the program series it's debating on NBC Sept. 15 RCA Radiotron would like to continue in person the mike name testimonial which the tube outfit has been using in its print advertising. Lord and Thomas, agency on the RCA Victor account, has started to approach other ad agencies on the courtesy proposition. What Radiotron has in mind is to have name talent tied up with other agencies appear on its stanza to deliver a few lines of plug.

Testimonial appearances would dovetail into the entertainment content of the program itself. Radiotron's Sunday night quarter-hour affairs will consist of dramatized thumbnail sketches of the lives of radio artists with John B. Kennedy serving as narrator and Don Bestor supplying the incidental music.

One of the first agencies approached by Lord and Thomas for permission to contact their artists on the guest plug idea was J. Walter Thompson. Names sought from this source included Paul Whiteman, Al Jolson, Rudy Vallee, Joe Penner, Jack Pearl, Burns and Allen and Eddie Cantor.

NBC recent publicity release named married pairs connected with the web or its pagans. Mr. and Mrs. list included:

Gladya Swarthout, soprano, and Frank Chapman, baritone.
May Singli Breen, ukulele stylist, and Peter de Rose, composer- pianist.
John Holbrook, announcer, and Katherine Renwick, actress.
Howard Petrie, announcer, and Alice Wood, hostess.
John McGovern and Peggy Allenby, actors.
Tim Ryan and Irene Noblette, comedians.
Al Jolson, mammy singer, and Ruby Keeler, picture actress.
George Olsen, band leader, and Ethel Shatta, singer.
Jack Penny and Mary Livingstone, comedians.
Fred Allen and Portland Hoffa, comedians.

WOL, Newark, had a couple of those broadcasting jitters recently. Molly Stuenkel invited Ronny Madison to be interviewed. Madison showed up, but Miss Stuenkel was 10 minutes late. To bridge the emergency, and without the aid of any continuity, announcer Bob Hall had to step in and interview Madison as he.

On another program Mary Roberts, a minute or two before the signoff, got suddenly faint from the heat. Announcer Jeff Sparks was confronted with the alternative between complete gallantry and professional yomanry. He compromised by getting the program safely away before going to the aid of Miss Roberts who was on the floor in a swoon.

A squib in the columns of Nick Kenny and Martin Porter last Wednesday (8) related that Andy Stanton, WIP Philadelphia sports spieler, would supplant Graham MacNamee as NBC sports announcer. Item caused plenty of bewilderment in N. Y. and Philly.

Understood that Stanton snared a scoop on a tussle between Jimmy Fox and the A's prior to newspaper release date. Story was related to Col. Kightly, a Philly pal, who passed the beat to the Journal and Mirror. Kightly's compensation to Stanton was the plug in both chatter columns, item being pure press agent fiction. Stanton was formerly a song-plugger before taking up the chores at WIP.

Sixty-five members of the Gospel Tabernacle choir were in the midst of rehearsal for their regular broadcast over WOKO, Fort Wayne, when fire broke out causing a general panic wave for a second. William Dillon, choir leader, raised his baton, lifted his voice and threw the group into a hymn as they marched out to safety.

One girl became excited and made a dash for it, but was grabbed by her neighbor and forced to continue her soprano part until well out in the open. Group goes on air daily over WOWO.

When the Casa Loma band goes on CBS for Camel this fall that commercial will have a definite understanding of the band's other commitments, two half hours a week on a sustaining pickup from the Essex House, New York. CBS Artists Bureau last season sold the band to the cig account without making this additional broadcast obligation clear and Camel didn't like. It thought it was getting the combo exclusively.

To the query, 'Where do they come from?', Jerry King, KFWB prexy, in Hollywood, enumerates the network toppers who were incubated under his wing. List includes the Boswells, King's Men, Vera Van, Donald Novis, Charles Harnp, Nelson Case, Rhythm Boys (Crosby, Barris and Rinker), and Kay Van Riper. All of them got their early training on the Warner Bros. station.

Latest statistics show that in Holland there are 540,567 radio receiving sets. Wired wireless has a total of 118,276 subscribers so that in grand total there are about 660,000 listeners with equipment. This means on population of Holland about 103 sets per 1,000 inhabitants.

Inside Stuff—Legit

R. A. Reppel, otherwise Arthur Lipper, Jr., scion of the Wall St. brokerage founder of that name, is in show biz for keeps. His self-identified sponsorship of 'Salute' is his maiden indie production, but he has been legit-financing for a time, having had a piece of 'Milky Way' and other Cort, N. Y. shows. It was via a Cort theatre financing deal that Lipper inherited the Will Morrissey libretto and started casting accordingly.

To further insure Lipper's staying in show business, his father is retiring from his brokerage biz this week to take things easy, while Lipper, Jr. (or Reppel as he non-de-plumes himself, with the aid of his pa) will confine himself to Broadway production.

In line with his belief, openly and frequently expressed, Elmer Rice has gone democratic in his legit casting. New cude in his office at the Belasco theatre, N. Y., is to the effect that anyone asking to see him is to be shown in. Rice has been interviewing everybody who wants jobs on thanks they ought to have them, spending 16 hours a day doing it, although this lot he has picked none of the applicants excepting those in search for or who were sent to him especially with certain parts in mind.

Dore Warner (Mrs. Mervyn LeRoy) isn't through angling legit plays. She has just put up the bankroll that will make possible production of 'Waltz In Fire,' by Harmon and Uman. Last year Miss Warner put up \$5,000 towards production of 'Men in White' by H & T in conjunction with the Group Theatre. That investment was returned to her more than fivefold, her share on the profits of the Pulitzer prize play being a bit better than \$25,000.

George Kaufman, shipped up to White Plains last week to put in some work on 'Spring Song,' Max Gordon's play by the Sprockels, which was tied out to Ernest Thayer's summer theatre.

Gordon expects to bring the show to Broadway. Kaufman spent four days rewriting the script.

Wash. Again Mulls Backing Non-Profit Shows to Relieve Stage Unemployment

Washington, Aug. 13. —Contemplating a new government relief policy, Federal officials are studying anew proposals for supporting amateur and non-profit theatrical ventures, and at the same time providing badly needed employment for actors, stage hands, musicians, playwrights and other jobless members of the industry, it was learned this week.

An entirely new relief scheme, in which the white-collar worker will receive more consideration than in the past, is in prospect, but the program, while modeled along the lines of last winter's Civil Works plan, probably will not be initiated on a nation-wide scale.

Pointing out that relief authorities of any state have Federal sanction for moves to assist jobless members of the theatrical profession, relief officials today denied that they intend to launch another "public works of art" project, or will initiate on a large scale any publicly financed theatrical ventures.

Efforts will be made, however, to induce state relief agencies to find a spot in their programs for actors, musicians, playwrights and similar individuals who ordinarily are reluctant to seek government support, or cannot qualify easily for jobs on work projects of other varieties.

Final decision about the new program will await return from Europe of Relief Administrator Harry Hopkins, and also will depend upon the attitude taken on the whole unemployment problem by President Roosevelt.

Chi Opera Moving 6-Wk. Season to Pre-Xmas Run

Chicago, Aug. 13. —Chicago Civic Opera company is planning a season stretching from Nov. 12 to Dec. 22, on a basis of four evening performances and one matinee each week. This would move the opera season up more than a month ahead of previous schedules and would cut down the number of performances by three each week.

Sponsors are now busy trying to raise a \$100,000 guarantee fund. George W. Rosseter, new president of the opera company, states that 25% of the box and seating capacity of the house has already been sold.

LEGIT DRIVE IN BALTIMORE

Baltimore, Aug. 13. —In manner akin to method in practice at Atlantic City, though to date lacking seal of official municipality, groups of business men here are thumping town leaders for a legit revival on Baltimore's bulwarks.

When Raymond Moore was in town late last week sounding out sentiment and dickering for a deal and a theatre into which he might insert his stock troupe, current for summer at Dennis, Mass., the Junior Chamber of Commerce arranged a luncheon in his honor. At table the members pledged whatever support they could throw his way if he decided to come in for a winter stock try. They attempted to explain to him the peculiarities and tastes of the Balto theatregoer as they interpreted them; they also had Lou Arenal, columnist and former drama critic, on hand to elucidate. Thing rather impressed Moore, and it looks like autumn will find him ensconced at the indie Maryland.

Aside from impending break-in of "Tight Bitches" (Rowland Stebbins) at the Maryland Labor Day week, no other road shows are definitely announced yet. Harry Henkel, manager of the UHO Ford's, is expected back today (Monday) from N. Y. with some definite dates of touring pieces sked for Ford's.

Razing Roch. Lyceum

Rochester, Aug. 13. —Definite action taken by the board of directors for razing of the Lyceum, city's only legit house. Authority placed in the hands of Simon N. Stein, chairman of the board, and demolition expected to start within two weeks.

With only occasional road attractions available and stock tries flopping, theatre has been in the red for several years. Taxes alone are \$20,000 a year, in addition to other overhead. Owners are Simon and Rudolph Stein, Nathaniel S. Wolf and Margaret Wolff Riccia.

Lyceum was built in 1888 and has been Rochester's leading legitimate theatre ever since. It is said to have the largest stage between New York and Chicago.

Last road star to play the Lyceum was Katharine Cornell in "Barrett's," and she packed 'em at all three performances last May.

Yiddish Plays for L. A.

Los Angeles, Aug. 12. —Jewish Repertory theatre of New York has taken Figueroa Playhouse here for season of Yiddish plays. Opening is set for next month.

Maurice Schwartz, previously head of the troupe in New York and on the road will not take part. He is tied up at Metro for picture work.

WITHERSPOON SET

Corra Witherspoon will have a leading role in "49 Dogs in the Meat House," which will start. Frank Merwin's new season activities. Show goes into rehearsal today (Tuesday) and will open at the Fulton, N. Y., in about four weeks.

Shumlin's 'Horse,' Play By Holm, Legit Juve

Heinman Shumlin has taken, for quick production, "Hobby Horse" by Cecil Holm. Holm is a legit juvenile with this his first writing attempt.

Jed Harris owned the play on a short option which he allowed to expire.

SUSTAIN MUIR IN W&L EQUITY ARBITRATION

Gavin Muir was cleared in his dispute with Wee & Leventhal which has spread over most of the past year and was awarded \$100 by arbitration Friday (10). He is still under suspension by Equity due to the case, but is cleared as of Aug. 27, and may now negotiate for any shows he can get.

Actor held up the curtain of "Ten Minute Alibi" for W&L in Baltimore last season when he disagreed with the producers on definition of a stock and road troupe. After he was paid \$200 he allowed the show to continue, Equity later chastising him and ordering him to return the money. He refused for a while, but then did, Equity then allowing him to lay his charges and be heard in arbitration. This he did, with the award in his favor resulting.

TWO BARN TRYOUTS OF ULRIC IN 'JULIE'

First time a new play tryout is moving from one summer stock to another occurs with Leonore Ulric's "Julie" breaking in at San Cedar's stock in Woodmere, L. I. It then switches to Lawrence Langner's Westport (Conn.) Barn theatre, after a new play written by Langner and his wife is tried out next week.

DROP REP PLAN

Stockbridge, Mass., Aug. 13. —Berkshire Playhouse abandoned a repertory policy after a month's experiment and returned to its schedule of one play weekly. Director F. C. Strickland discovered that out-of-town patrons, the Playhouse draws from a 75-mile radius, could not keep tabs on the plays presented on various nights.

For the final week of the season, however, the company will revert to the rep plan.

Burr's 'Sailor' Payoff Plan Gives Him Idea to Make It Permanent

Courtney Burr, acting on the experience with "Sailor Beware" during the past season, is working on a new method of paying actors in his future productions. Burr's idea is none to get very much of a salary but all will work with minimum plus percentage. Burr has three scripts which he is casting for the new season.

Actors generally veer away from the percentage thing but are paying some attention to Burr at the moment because of his talk of putting on three plays.

Last season, when "Sailor Beware" began to skid, Burr tried to cut salaries, the cast refusing en masse to listen. Battle was taken to Equity but after Burr showed Equity his operating books it was agreed that cast would take minimum wages with percentage when certain figures weren't reached. Some weeks he paid out by regular salaries, other weeks by split sums. Show is still operating that way.

Out of that arrangement grew Burr's conception of his new stunt. Equity can't interfere as his intention is to guarantee minimums to all actors which will be at least up to the code's standard.

Revised Legit Code Goes to C. A.; Expect Teeth in Ticket Provisos

6 Plays for Chi Amer. Subscription Season

Chicago, Aug. 13. —For its third consecutive season in Chicago the American Theatre Society is readying a series of six plays, all of which are coming out of New York. As in the past, the society will pick up a few Theatre Guild productions and then go into the open market to complete its list. Already set are "No More Ladies" and two Guild productions, "Mary of Scotland" and "Ah, Wilderness."

Initial play will be "Ladies," which opens on Oct. 7. Seems certain that the American Theatre Society will continue to use the Erlanger.

Theda Bara continues in charge for the society season here. Subscriptions are 35% in advance of last year already, with cash in hand \$2,000 as deposit on 2,500 applications received.

SCHLESINGERS' B'WAY DEBUT

The Schlesingers, formerly operators of legit in Newark, are set to invade Broadway this season as producers with a new play "Tourist Accommodated" by Charles Devine. Walter Hart, who last season produced "Wind and the Rain" with George Kondeff, will stage "Tourists" for the Schlesingers.

BROMFIELD'S MAIDEN PLAY FOR CHET ERSKIN

Chester Erskin will return to legit as a producer this season with "DeLuxe," Louis Bromfield's first attempt at writing plays.

Erskin expects to get it going for early season showing. Erskin will stage the piece himself.

Coast 'Commissar'

Hollywood, Aug. 13. —Opening of Henry Guttman's production, "Soviet Commissar" is now set for San Francisco early this fall.

Top cast spots likely to go to George Bancroft, Evelyn Brent and Lou Tellegen.

PROLIFIC AUTHORS

Benson Inge's Third Play and Two by Helen Redington

"The Shape of Things," new play by Benson Inge, will be presented in Pine Grove Playhouse, Forest Park, Pa., Aug. 18, Norman Lloyd starring.

It's the third Inge trying this summer, others having been "Brownstone" and "All These Years."

Two plays by Helen Redington will be tried out in the Mayville theatre, Woodstock, N. Y. First, "Women Are Like That," is scheduled for Aug. 23-26. Second, "Lovely Woman," is set for Sept. 6-9.

Legit Lures Cortez

Hollywood, Aug. 13. —Ricardo Cortez has asked Warner Bros. for leave of absence to play the lead in Lawrence Schwab's proposed Broadway play, "Hero's Crime."

Play will be based on Fredrich Hammett's "Maltese Falcon," film of which featured Cortez.

Washington, Aug. 13. —Final draft of series of National Recovery Administration revisions of long-pending legit theatre code was submitted to code authority last week for study and comment, but because of objections of Chairman William A. Brady text of latest government proposals was not made public.

That final draft contains sweeping changes in ticket-control methods and a series of basic alterations in wage and hour clauses was made known, but details of these features, as well as exact information concerning disposition of troublesome labor arbitration question, were under the hat.

Taking the stand that the revision is technically a proposal of the code authority, Acting Division Administrator William D. Farnsworth howed to wishes of C.A. head and withheld copies of perfected document from press.

Outwardly hopeful that the new agreement can be okayed and put in operation by September, Farnsworth appeared apprehensive about reaction of the industry, both producers and unions, to blue-penciling done all along the line by NRA advisers, boards, and dividers.

How soon the modified pact goes into effect depends now upon the codists and labor leaders who are slated to meet this week to examine the scores of alterations, additions, and deletions effected by government. Should any substantial objections be made to what now is agreeable to the Blue Eagle, another lengthy waiting period is liable to take place, but if industry gives the pact its approval or requests only a few minor changes speedy promulgation is anticipated.

Admitting that unprecedented delay since April hearings was due to government officials, the NIRA attitude was "Now it's up to the industry."

Legit. Code Authority meets tomorrow (Wednesday) to discuss the revised legit code, as completed by Washington. When the C.A. completes discussion and passes on it, document goes back to Washington to become official.

Not figured there will be much difficulty in the C.A. meeting, although several phrases of the new code are bound to bring resentment in a few quarters. By and large it is believed the clauses will meet with the approval of the Broadway majority.

Most interest still revolves around the ticket clause which, it is understood, is given teeth in the rewritten code version.

Next to the ticket plan, which has been the code's toughest angle thus far, there may evolve a bit of discussion on labor disputes and handling.

Code was received in New York early last week by Dr. Henry Moskowitz, legit Code Authority secretary, who sent several copies to the members of the C.A. for study and discussion prior to meeting. It is being held out of the hands of others until passed upon at Wednesday's meet.

Religious element of the drama is to be stressed. Was first presented in an English cathedral last fall, the vehicle being noted then for large cast requirement, excellence of choral reading opportunities and dancing ensemble requirements.

Meeting Wednesday

Broadway, Aug. 1. —Katharine Cornell is sunbathing on the island of Mallorca. She has taken the same house that Gertrude Lawrence had during her stay. Her husband, Guthrie McClintic, was with her but left the island some days ago on a hurry-up call to the States.

NON-MUSICAL FOR JOE COOK

Morris Green has a new play for Joe Cook for production soon. It's a straight comedy, non-musical and as yet untitled.

Piece has a radio background, Cook's proposed part being that of a small town station announcer and general do-all.

SANTA CLAUS VISITS AL DUFFY IN AUGUST

Boston, Aug. 13. —Best publicity break in years with those tough Boston dailies fell into the lap of Al Duffy, local Shubert p.a., when Frances Williams was replaced in "Life Begins at 8:40" by a chorus girl with three days' stage experience.

Girl is daughter of Mme. Marguerite Matzenauer, the Austrian contralto, and make it perfect, Mama Matzenauer, stepped off the Philadelphia train to look over her chorus girl daughter named Adrienne only to find her playing the vocal lead and an overnight sensation.

Story crashed every front page with the sedate Boston Globe making it the leading story of the day.

Miss Williams was back in the show Thursday (9) night.

Dorothy Hall's Shubert Play; Dunn May Be in It

The Shuberts are talking to James Dunn about a new play, unnamed, by Edward Childs Carpenter. Set for the femme lead in the piece is Dorothy Hall.

Finestone's Attack

David Finestone, Shubert general manager, was stricken all in his office and had to be taken home. Understood to be under close observation.

Aherne for London Play

Hollywood, Aug. 13. —Upon finishing "What Every Woman Knows" at Metro, Brian Aherne goes to London for spot in the new Noel Coward play, opening Sept. 10.

Following play run, he'll return here.

50% Tax Cut, Cheap Champagne, Give Paris Niteries New Life; May Mean Break for U. S. Acts

Paris, Aug. 4.

The French government has at last eased up some on the tough taxes it takes from night clubs here, cutting them in half, and it ought to mean a lot to the business next season. Also, if the breaks are right, it should mean much to a few American artists who can make the grade and get booked here under the right conditions.

Announcement of the cut was made in the Journal Officiel, French legal government organ, July 25 and reported in VARIETY last week, but the taxes are so complicated that no one understands at first what the cuts amounted to. After working a few days with pencil, paper, calculating machines, legal experts and headwaiters on the imposing array of reductions, augmentations, switches, new percentages and legal terminology contained in the decree, local wise men have decided it means that from now on the dozen or so bits of taxes levied on whoopee joints will add up to about half what they amounted to before.

In other words, before midnight, a cup of tea sold in a nightclub will bring the French government, the City of Paris and other tax beneficiaries 15% of the gross, instead of 25% as formerly. After midnight, it is now decided, the taxes on a bottle of champagne will be 12% instead of 24% as hitherto.

Reaction at present is for a lot of people to get busy right away and figure out how they can reopen some of those spots which faded out sadly last season. Already negotiations are under way for the revival of the veteran Lido, which was one of the victims. The Mimi, new place out in the west end, in all set to open up early in the fall for tea and dinner trade, and Cote d'Azur, under the same management, will do the night stuff in Montmartre, trying to catch customers on the rebound from the other spot.

The Abbey, old Montmartre spot on the Place Blanche, may be pulled out of the disappearance group now in the process of formation. A couple of other syndicates are also in the making.

In addition to the tax cut, which amounts to the assuaging of one of the most terrible headaches with which the trade is afflicted, there is the present low cost of champagne to be considered. This is a drug on the market, and a wise night club manager could make a deal with a champagne company now which would supply his needs for as long as he wished to take a chance, at a very low rate.

Spots must cater to French trade, as tourist biz no longer is big enough to matter.

American Angle
This feature is nothing against the chances for American acts in floor shows, which have, if anything, gained in popularity since the American customers ceased to matter.

French like certain types of American artists, especially dancers, who can put it all over the local hookers in most lines. Proof of this is continued popularity of Gertrude Hoffman's girl troupe, which is the first high-priced American act in a long while to stick in Paris for long engagements.

There'll be plenty of room for smaller floor attractions, too. Artists should watch their step, however, and beware of hooking up with fly-by-niteries. Favorite systems here is to open up on a shoestring and duck with the cash register after a few weeks of good business—all perfectly legal and above board, of course, but tough on those whose coin flies.

Biggest prospective fly in the ointment is the political situation. During hot weather French politicians and rioters are too busy resting up to create disorder, but present layout—a compromise cabinet between political parties of different colors—can't last forever, and when this cabinet busts up street fighting is likely to be the accompaniment. This would be the same kind of crack in the eye that amusement

Grind Legit

Paris, Aug. 4.

Sacha Guitry, who had as many as four shows on at once in Paris last season, has a new way of increasing his activity. In the fall he will give two performances a night of one piece, one opening at 6 p.m. and the second at 10.

Kidders, remembering Guitry's traditional hatred of films, point out that he's stealing a trick from flickers.

SHAKESPEARE BULLISH IN PARIS

Paris, Aug. 4.

Following success of Shakespeare in Paris last season—some of the outstanding box hits of the year were by the Bard—at least three and maybe four Shakespeare adaptations are being readied for the fall.

Jacques Copeau, founder of the famous Vieux Colombine, will return to show business at the Atelier in October with a version of 'As You Like It' by Jules Delacre, who founded the Marais theatre in Brussels. Delacre has already won recognition as an adapter from English by his version of Sheridan's 'The Critick'. Atelier is house where Charles Dullin put over 'Richard III' last year for a socko.

Second version of 'As You Like It' for production in the fall is also being talked about by Jean Giraudoux, author of 'Amphitryon 38', and 'Siegfried', which Louis Jouvet put over in his luckier days. The Giraudoux version, if plans are carried out, will be played at the Comedie des Champs Elysees, which Jouvet had last season, with an all star cast and spectacular sets.

Third Shakespeare project is an adaptation of 'Much Ado About Nothing' by Jean Sarmant. Also, Paul Abram, director of the Odéon, is said to be thinking of putting on 'Anthony and Cleopatra', fixed up by a French author whose name is not announced. It might be the Andre Gide version which was performed at the Opera by Ida Rubinstein on one gala night.

Comedie française has not yet announced any Shakespeare plans, despite fact that its biggest success of last year was 'Coriolanus', which grossed over \$2,000 at certain single performances at ordinary prices, a high mark for this old theatre.

'MEN IN WHITE' \$9,000; LOOKS SET FOR 6 MOS.

London, Aug. 4.

'Men in White' opened at the height of a heatwave and suffered in consequence, but despite that, hasn't had a losing week. First few weeks were around \$7,000 and even at those takings show earned a profit of about \$1,500 a week. Since then it has been building steadily and is now doing approximately \$9,000, despite unfavorable theatre weather ever since it opened.

Now looks as if the show is in for at least six months. business, and especially niteries, got from the rioting of last winter. Socialist Radical party, which got the worst sock from the Stavisky scandal, may decide to kick over the traces in October, and this possibility is the main reason why there is any hesitation about going in for the niterie business in a big way again.

'BLACKBIRDS' 4 WEEKS AT LONDON COLISEUM

Low Leslie sailed with his 'Blackbirds' revue for four weeks at the Coliseum, London, opening Aug. 23 for Sir Oswald Stoll at a guaranteed \$6,000 a week plus 25% of the net if his hits a certain mark.

Troupe balked at sailing on the European Saturday (1) and might have gone over on the German liner if Stoll insisted on the scheduled earlier opening, but when agreeing to set it back to Aug. 23 Leslie switched his sailing to the Georgic.

Two colored musicians missed the boat and took a bus to Boston that night to catch the Georgic on its stopover in the Hub. George Williams, a principal, was also thought having missed the boat as a result of a pre-sailing Harlem celebration, but was later discovered on the vessel. Valaida, principal, also made it by minutes.

Moss' Contract

(Continued from page 41)

was present at the conference on Friday, is appealing that verdict to the Court of Appeals.

Lawyers

Other lawyers present on Friday were Louis P. Randall, Edward R. Peckerman, Louis Robinson and Morris Wolsky. Frank Lynch represented the A.F.A., while Emil H. Beck was there for the Theatrical Dem. League. All present were asked to draw up contracts that in their estimation would be equitable for both the actor and employer. These are to be submitted to Moss at the next meeting on the matter, in about two weeks.

A few weeks ago Moss signified his intention to invite Maurice Goodman and Harold M. Goldblatt to aid him in the contract fixing, but apparently changed his mind when these two lawyers, counsel for the RKO, Loew and indie agents' association, two weeks defeated his attempt to license all theatrical spots as employment agencies in a trial in Special Sessions. Moss' next step towards licensing the agents is being held in abeyance while the corporation counsel studies 'certain technical points' which the commission would not discuss.

Meanwhile, there will be no further summonses served on agents.

When Adagioists Miss

Baltimore, Aug. 13.

Ruth Herman, hoover with 12 Aristocrats, current at the vaudeville Hippodrome, slipped from her catchpartner's hands after an adagio toss at first show last Friday (10) and fractured an elbow, plus incurring internal shakeup.

Is out of tura for rest of this week's engagement at medico's orders.

Jack Bonney Back

Jack Bonney is back from Europe where he set Myrtil and Piccad, Madrid adagio teams, and Lina D'Acosta, multi-lingual singer from the Folies Bergere, for his forthcoming vaudeville unit.

Musical score and lyrics for the Bonney revue will be written by Ken Nichols who will also act as business manager.

R. Strauss, on Nazi Sympathies, Withdraws from Salzburg Fest

Vienna, AUG. 1.

Richard Strauss, who never disguised his Nazi sympathies, decided to rebuff Austria with a last-minute cancellation of his Salzburg Fest activities. It was rumored for weeks that he would try to find an excuse, but it wasn't anticipated that he would actually wait till the last minute to do so.

Result of this step will probably kill the prospects of his new opera, 'The Silent Woman', being produced in Vienna.

Only recently Strauss was attacked by a group of newspapers in Germany for having used a Jewish collaborator on his latest work. Stefan Zweig, the adaptor, Strauss thereupon withdrew the work from the Dresden management and began working for a Vienna opening.

Paris Legits Shaping New Season; Many Changes; 'White Horse' Closing

SONG PLUGGERS' BREAK

Paris Police Okays Singing or Band Playing in Streets

Paris, Aug. 4.
Out-of-work singers and other musicians—and there are thousands of them in Paris—are getting a break from Prefect of Police Roger Langon, who has suspended the rules against public assemblies to enable them to sing and play on street corners and take up collections.

Cops hereafter will not be allowed to make them move along on the grounds that they are blocking traffic or starting an insurrection. Regular song pluggers, who sometimes operate here with an entire band, consisting of accordion, traps and violin, as well as megaphone for themselves, will benefit by the same change in the rules.

BRIT TOURIST TRADE UP 10%

London, Aug. 3.

An exhaustive check-up among the various steamship agencies reveals a 10% advance in tourist trade compared with last year, which was on the upgrade.

A more important revelation is fact the visitors seem to be less argumentative and spend more freely.

But what pleases the local merchants most is that London is getting the bulk of this year.

WHITLEY ENROUTE HERE FOR TALENT, MATERIAL

London, Aug. 3.

Clifford Whitley goes to New York Aug. 10 to line up new talent for his next Dorchester hotel floor show, due around Oct. 1.

Current show has been such a pronounced success it is staying throughout August and September, although Whitley originally intended to close for these months. Only change for these months will be the replacement of Sunny O'Dea, Edith Roark and Marguerite and Le Roy by Teddy Joyce and his band.

Biggest hit of the N.T.G. revue has been the girls, who are staying for the next show. Only new principals will be brought over.

Whitley still intends to stage his floor show at a West End house, but is not sure where or when. Whitley also intends to line up several film stars to present in London, for which purpose he will visit Hollywood.

Will negotiate with Sam Harris for English rights of 'As Thousands Cheer', which will form the nucleus of his next West End revue, to be produced by him in early January.

Paris, Aug. 4.

Plans for next season's show are rapidly shaping up. Mistinguett, replaced during August at the Folies Bergere by Lina Cleveland, comes who has been with Casino de Paris and also is getting a nice local film rep. will be back in the show in September to stay at least a month or so.

After that Miss will probably skip. What she'll do is not finally decided, but she's talking about making a film.

Local report is that Jeanette MacDonald will come to the Folies next fall, but this doesn't seem so probable. It's being said that Derval was angling for Maurice Chevalier and couldn't get him because of the Hollywood competition, and this story probably gave rise to the MacDonald yarn. Nothing that Bob Ritchie did when he was here in the spring indicated that he had fixed up such a deal or was considering it.

At the Casino, present indications are that there will be no outstanding star in the next revue. Henri Varna has been in England, booking new acts. His new show will be built around idea of a revue of dancing and costumes of the various French provinces.

Sorel On Musicals

Cecile Sorel, who didn't prove so hot as a music hall attraction, is definitely through at the Casino and will go next season to the Sarah Bernhardt, which the Isola Brothers run. She will open Sept. 15, either in 'Sapho' or 'Ann Karenin'.

Lucien Rozenberg, boulevard actor, has been taken on by the Isola as artistic director of the Sarah Bernhardt for next season. After Sorel's opener, Rozenberg will appear in a new play, title as yet unannounced, beside his wife, Madeleine Soria, who is coming with him from the Athenes, their former house. Sorel will tour France, Switzerland and Belgium at this time.

At the Varietes the Isola will open the new season with a revue by Rip, Paris' perennial wisecracker, with Loulou Hogoboro, star of the Parisian version of 'Rose Marie' and a flock of other American operettas, as the headline. Line will be the Blue Kelly Girls, and Pauley, Dorville and Marguerite Moreno will be in the cast.

'Tavern' Through

'White Horse Tavern' is going on all summer at the Isola's Mogador, but will be taken off Sept. 7, unless the gross drops so as to close it early, to make room for a revival of 'La Vie Parisienne'. After that, the books call for a new operetta called 'Mandrin', book by Riviere and Romane Coullas, music by Sulz, with Fanny Feldy of the Opera as soprano, Jounette as tenor, and Marcel Charpentier.

The Boulevard theatres, between the Republique and the Faubourg Montmartre, once the real homes of French drama, have hit bottom. Only Henry Bernstein's Gymnase is likely to keep going in the old way next season. Renaissance will probably be replaced by a five and ten store, and Fernand Ivers is supposed to be looking in vain for someone to take over the Ambigu.

The Myiol, long dark, will open in the fall with the same kind of strip show it was famous for in former years, titled 'Nu, 1934' ('Naked, 1934'). Parisians have the love with Germaine Lix, Harry Wills, Peggy Vere and Teddy Parent featured.

Play for Bankhead

London, Aug. 3.

J. B. Priestly has just completed a new play titled 'Duet by Floodlight', which is a vehicle for Tallulah Bankhead's return to the West End. Basil Dean will produce.

This disposes of the rumor that Bankhead intends doing 'Sorena Blandish'.

CARROLL'S 'GYNT'

London, Aug. 4.

Sydney Carroll has rented the Winter Garden for a production of 'Peer Gynt', with Leslie French in the lead.

Show scheduled for immediate rehearsals and opening late in September.

G. & S. Showboat Revivals Click in Chi; 'Fields' OK 7G; 'Way' \$2,000

Chicago, Aug. 13.—Two revivals in town are doing biz. First is the straight-faced Gilbert and Sullivan repertoire ride at the Studebaker. Opened with 'Mikado' and is going along smoothly. Will go two weeks with the present piece and then switches to 'Pirates of Penzance.'

Other revival is the tongue-in-cheek 'No Mother to Guide Her' on the showboat 'Dixiana.' This town has been almost suffruted lately with burlesque melodrama. Has had three productions of the 'Drunkard,' one of which is at present continuing at the Auditorium hotel and offering competition for the showboat. However, the boat angle is sufficient novelty to keep this show going for some time, particularly since the 'Dixiana' has been getting so much publicity due to legal entanglements.

Estimates for Last Week
'Pirates of Penzance' (Blackstone, 1,200; \$2.50) (4th week). Weather is helping business here, getting too hot only once or twice last week. Up to around \$7,000 now, which means plenty of profit for everybody.

'Milky Way' (Cort, 1,000; \$2.20) (5th and final week). Slated to close Saturday after a hopelessly losing struggle. Never got started, and wobbled on the underside of \$2,000 most of the time. Edith Talliferro is due in 'Honeycomb' early in September.

Other Attractions
Gilbert and Sullivan revival. Studebaker. Opening excellently with 'Mikado' on a two-week opener at \$2.50 top. Looks ready to stick around for profitable coin.

Showboat 'Dixiana'. 'No Mother to Guide Her.' Managing to pull 'em up to the north side of the town for this hokum meller. Opened on Wednesday (8) and going along on the rovelty angle.

U. S. on Pan

(Continued from page 2)

ing people pay well and keep coming for a couple of weeks.

The Chicago Fair, Natan said, is no better than the Neuloy Fair, one of the innumerable open air street fairs at which the wagon pitchmen of Paris gather annually.

American producers look on France as a sort of Congo, said Natan—a savage country to be exploited. Apparent success of American pictures over here means nothing, he said, because they are only shown in a few small exclusive houses. A successful French picture always makes much more, he contended, but he wouldn't explain why. If this is so, he is so insistent about barring American pix whose competition can't hurt him.

The American system of production is worse than that of Russia, Natan said, implying that no real artist can live through the standardization.

Hopeless?
 Overproduction in America makes it useless for the French to seek a real outlet there for their product, he said. French field is the Latin-speaking countries, particularly Spain and Italy.

Not taking pains to be entirely consistent, Natan then said that, although the market for French pix in America is 'exceptional,' it should not be overestimated. Asserted that there is a big French population in the United States which will form a nucleus for the spread of French propaganda and influence. These Frenchmen should organize a series of non-commercial theatres or projection rooms to show French films, he said.

'We'll give them the equipment,' he continued. 'The semi-professional projector we'll send will be big enough, and will prevent the American industry from complaining that we are competing with it. At the same time it will permit the diffusion of our best films.'

In order to prevent any protest, we will take precautions to see that the projection rooms are free of all commercial taint. Advantage it is will be to prove that our product is as good as that of any other country. Without direct propaganda, which the Americans don't like, our interests will be protected.

The office I fixed up in the Maison de France while I was over there will work up this chain of projection rooms. It will work for the European French industry, not only for France.

Saranac Lake

By Happy Benway

A new upstairs dining room has been installed so that the strictly abed patients can enjoy an up meal daily. Those who will enjoy table eating are Robert Merrick, Joseph Parker, Tommy Abbott, Gladys Palmer, William Canton, John Louden, Nellie Quailly, Catherine Vogel, Robert Farley, Toni Temple, Fred Rith and Ben Schaffer. Some of them have not been out of bed for more than a year.

Rosalie Sussman, a newcomer at the lodge, now getting set to the 'euro' routine, under observation with the big comeback in her favor.

Larry Sussman admitted to our good samaritan club. Every lady in the san, including the help, was presented with Mae West face powder, perfume and compacts.

Those two musicians, Maudie Lowy and William Fletcher, are both exoning to extra good results, with Maudie Lowy walking around minus ten ribs.

Jean Comerford, who dabbled in musical comedy and ticket brokering, shot in for a short siege of vacasching.

Joseph Vaughley, ex-p.a. and ex-ozoner, likes Denver so much that he will pass up a New York City vacash to extra good results, with Maudie Lowy walking around minus ten ribs.

Alice Carman, strictly abed, still pneumo-thoraxing. Ladies, if you need hand-knit hats, drop Alice a line in care of the lodge and give this little sunshine gal a big hand. 'Up' okay. She has accomplished with pneumo-thorax and has added exercise, all in one month.

Bert Ford, after a two-week vacash in New Jersey, returns to the lodge as an ozoner. Left the lodge about a year ago, now back for a checkup and a little rest.

Entertainments, social gatherings, parties, flower gardens, all these things have been added to the lodge's beauty since Mrs. William Morris took up job of Social Superintendent.

Prisco DeVere, who saw a mess of ozoning at the Northwoods san, has been booked at the lodge for a siege of the same thing.

Charles Bloomfield, author and actor, is a new arrival at the lodge. He saw ozoning service here some two years ago, now back for general checkup.

Some patients sacrifice all for the welfare of their fellow patients. That goes for Danny Murphy. He has been allowed unlimited exercise and he spends it all helping other unfortunate.

Ben Schaffer was voted the most popular patient of the lodge, and immediately called at Dr. Fische's office and demanded a prize.

About one of the sweetest comebacks of the san has been made by Hazel Gladstone.

Dr. Joseph Shrage now being mothered by her mother on latter's first visit.

Dr. A. E. Massimo, of Bellevue hospital and Guggenheim clinic, was a san caller. Medico said he has traveled all over the world, but this is the san of sans.

Murray Sabet, who now manages the Overbrook Club, has also been admitted to our good samaritan club. Furnishes the gang of ozoners here with floor shows that last an hour.

Frank W. Kelly, p.a. for station WHAM, Rochester, arranging a regular program designed especially for the ailing, hospitals and sanatoriums.

Lester Hammett and Nat Lefkowitz (William Morris office) tried to get a tan at Camp Intermission, but all they could raise was a little blister. Boys are back N.Y. standing up.

Charles Ash (Ash and Ash) is a new arrival at the lodge. Metred in from Wilmington, Del., for a checkup.

Jack Nicoll successfully killed 13 ribs. Dr. Norbert Woodcraft, losing five ribs.

Showfolk patients at Dr. N. V. A. lodge and elsewhere:

N. V. A. Lodge—Thomas Abbott, Fred Buchanan, Harry Lowmyer, Betty Perry, Mary Lake, Charles Rischgally, William Canton, Jack Casey, Alice Carman, Ed Clines.

George DeCarlton, Frisco DeVere, Robert Farley, May Fisher, Bert Ford, Hazel Gladstone, Chris Hagedorn, George Harmon, Ruth Hatch, Robert Heney, Irving Horn, Betty Huntington, Amelia Johnson, Elsie Johnson, Raymond Ketcham, John Louden, Robert Merrick, Armand Monte, Richard Moore, Danny Murphy, Margaret Newell, Jack Nicol, Joseph Parker, Louis Rheingold, Nellie Quailly, Ford Raymond, Fred Rith, Jackie Roberts, Ben Schaffer, Bert Schwinmer, Doris Shrage, Rosalie Sussman, Tommy Vicks, Eddie Voss, Catherine Vogel, Toni Temple.

Harry Barrett, 302 Broadway; Charles Burt, 302 Broadway; William Fletcher, 44 Park avenue; Bert Ford, Crescent Bay Camp; Marlene Greene, Hotel Saranac; Leonard Grette, 8 Old Military road; James Haegney, Santononi road; Russ Kelly, Mt. Baker Club; Claude Lawson, 38 Lake Flower avenue; Lee LaMar, 10 Leona street; Leo Maschinsky, 81 Broadway; John Monteleone, 9 Church street; Vernon Lawrence, 60 Lake Flower avenue; Lawrence McCarthy, Brown Bear Club; Maudie Lowy, 5 Front street; A. J. Neidubule, 84% Bloomingdale avenue; Joe Reilly, 28 Sheppard avenue; Salvatore Ragone, 9 Church street; Russell Weiler, 6 Baker street; Angella Thurgill, 9 Church street.

Write to those you know at Saranac.

Cowl Pulls 6G in L.A., With 'End' Revival Fair
 Hollywood, Aug. 13.—El Capitan had a clean sweep with 'June and the Shining Hour' for first half of two week end, heavy matinee trade, house putting in three afternoon performances. biz held to estimated strong \$5,000.

Playhouse, which opened Saturday night, and reopened Thursday with E. E. Olive's revival of 'Journey's End.' Trade started slowly, but figured to build on the 40c service charge.

House has been kept going for many weeks. First four days' take figured around approximate \$1,350.

Plays Abroad

FRENCH SALAD
 London, Aug. 1.—Comedy in three acts by Max Catto. Presented by Barry Productions Ltd., at the Westminster Theatre July 31. Produced by A. R. Whitmore.

Mr. Hutt..... Marcus Barron
 Mrs. Hutt..... A. R. Whitmore
 Mr. Hutt..... A. R. Whitmore
 Mrs. Hutt..... A. R. Whitmore
 Mr. Hutt..... A. R. Whitmore
 Mrs. Hutt..... A. R. Whitmore
 Mr. Hutt..... A. R. Whitmore
 Mrs. Hutt..... A. R. Whitmore
 Mr. Hutt..... A. R. Whitmore
 Mrs. Hutt..... A. R. Whitmore

She Shall Have Music
 London, Aug. 3.—Musical play in two acts, by Frank Eyton; music by Christopher Fry and Monte Clark; lyrics by Ronald Franklin and Christopher Fry. Produced by Herbert Bryant at the Saville Theatre, Aug. 3.

One of Those Things
 London, July 27.—Farcey Revue in two parts and 42 scenes by Simon Carmichael. Presented by Simon Carmichael, starring Ivy Tremand and featuring Ivy Tremand, Walter Fitzgerald, Ivory Morrison and Fox Foster. Staged by Simon Carmichael. At the Fortune Theatre, London, July 27.

U In Paris
 (Continued on page 13)

Besides these two pictures U has already dubbed 'S.O.S. Iceberg,' 'After a Long Time,' 'Craving for Vision,' 'By Candlelight' and 'Honeydew.' They will be released in French versions next season.

Following are now being dubbed for next fall: 'Poor Rich,' 'Love Birds,' 'King for a Night,' 'Gun Justice,' 'Bombay Mail,' 'Uncertain Lady,' 'Affairs of Gentlemen,' 'Little Man,' 'What Now?' 'I Give My Love,' 'Embarrassing Moments,' 'Love Captive' and 'Smoking Guns.' In addition to these in French, U will try to sell all films on the American release list in the original version to showmen.

'Black Cat' and 'Comet' at 'Law' are already placed. 'Puncher' will open Sept. 1 at Queen's three Leases. 'Smoking Guns' and 'After a Long Time' are being dubbed. 'U' is looking for a distributor for these two.

Gus Kahn, writing lyrics for 'Smoking Guns' at Metro as first assignment of his one-year contract at that studio.

Temp. Chill Aids B'way's 5 Remainders; 'Cheer' 14G, O.K.; 4 Shows in Next Wk.

GAHAGAN'S 'MARY' AT GOOD \$10,000 IN S.F.

San Francisco, Aug. 13.—Homer Curran's 'Mary of Scotland,' with Helen Gahagan, Ian Keith, Victor Klembe-Cooper and a big cast, is moving well at the Curran. Show is well known here, and Miss Gahagan is liked. Estimated gross of about \$10,000 in last week.

At Palace Hotel, 'Drunkard' is in its fourteenth week, and customers continuing to come along.

Otherwise, town is dark.

'LIFE' GETS GOOD \$16,000, BOSTON

Boston, Aug. 13.—Hub's legit season opened Monday (6) with 'Life Begins at 4:30' at the Shubert. New revue had a slick build-up and got off to a fancy start in the first week of its fortnight's stay at an estimated \$16,000, which could hardly be better. Slanted off just a trifle at the weekend, but unless it turns up hot this week it should be good for as much again while the tinkering goes on.

All other legit houses dark.

GARY'S POLITICAL JOB

Detroit, Aug. 13.—Bob Gary, brought here by United Detroit Theatres to reorganize the advertising for those houses, leaves to handle a political campaign for the governor of Iowa.

E. J. Hudson comes on from First National to handle Gary's job.

Estimates for Last Week
'Are You Decent?' Ambassador (18th week) (C-1,166-\$3.30). Again about \$2,500 last week, just over the danger line. Actors on percentage and some internal trouble developed last week, but sticking.

'As Thousands Cheer' Music Box (46th week) (R-1,000-\$3.84). Really looking good, over \$14,000 last week with cooler weather, and looks for more this week with Clifton Webb back. Indications are musical can stick a couple of months into the new season unless unexpected competition develops.

'Dodswoth' Shubert; resumes run Monday (20) after an eight-week layoff. Indications are will open to healthy biz. Was virtually capacity when quitting, and believed can go back the same way.

'Sailor Beware' Lyceum (46th week) (C-925-\$3.40). Management claimed a bit under \$4,000 last week, and cast paid off by percentage again; houses were pretty poor (throughout the week, however).

'The Loves Me Not' 46th St. (43d week) (C-1,413-\$2.75). Still good. About \$9,000 last week, which is okay.

'Tobacco Road' 48th St. (37th week) (D-956-\$3.30). Weather break helped considerably, going up again to almost \$7,000, plenty all right.

Additional Attractions
'The Drunkard', old-time meller with free beer doing well, weather or no weather.

U In Paris
 (Continued on page 13)

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Gus Kahn, writing lyrics for 'Smoking Guns' at Metro as first assignment of his one-year contract at that studio.

Throughout the running of 'She Shall Have Music', it was difficult, if not impossible, to decide whether the thing was intended as a musical comedy or as a burlesque on same. Reason for this was that several of the artists, in a desire to perpetuate some of the wisecracking travestied the characterizations allotted them. This may have been due to the players themselves, the majority of whom are practically unknown in the West End. All of them, however, are competent, although none with outstanding talent. To sing out a portion of them for nothing would be to unfair to the remainder.

A famous economist steals away to a seaside resort for a rest, and to escape from the public eye. There he meets a girl and they fall in love. The economist gets his secretary to impersonate him so he won't be annoyed by adoring fans. This results in a misunderstanding, the little girl saying to him: "I never want to see you again." Then there is a lot of merriment, and so on.

Nothing actually poor, but nothing distinctively good, with the exception of a troupe of 16 girls known as the June Fairies, who were introduced into the piece without regard to the plot.

Only two to record that the audience applauded and at the conclusion applauded and curtain pulled and got them.

Dell Loses Infringement Suit
 Suit of the Dell Publishing Co. against the Norwood Publishing Co., seeking an injunction against Norwood's new mag, *Movie Humor*, on the ground that it competes unfairly with Dell's publication, *Phantom Detective*, was unsuccessful. Court, while finding a decided attempt on the part of *Movie Humor* to imitate the older mag, held that it nevertheless did not constitute an infringement. Norwood Publishing Co., however, was directed to radically alter the cover of *Movie Humor*.
 In handing down the decision, court quoted the finding last year in the suit of Street & Smith against *Phantom Detective Magazine* as an infringement on *The Shadow Magazine*. As the finding is likely to continue to be used as a precedent, it's reported:
 "On the face of the things, no purchaser is likely to buy *The Phantom Detective* in the belief that he is buying *The Shadow Magazine*. It may be that the features or ideas borrowed add to the saleability of defendant's magazine, but the law, in the absence of a real monopoly by plaintiff and in the absence of likelihood of confusion between the two products, does not regard this as unfair competition."

Atlantic's Worldwide Entries
 Some interesting figures in the finale and recapitulation of the Atlantic \$10,000 novel contest. It was won by Samuel Rogers with "Dusk at the Grove."
 From the United States, 1,240 novels were submitted and 100 more came in from foreign countries. In the U. S. every state in the Union sent in some books except Nevada, and only one came from Idaho. New York submitted 233 novels and California 153. Illinois is third with 91. Of the 100 foreign submissions 50 were from Canada and 27 from England, with 15 other countries represented.

Merge Five Class Mags
 A mutual working arrangement has been entered into between five class mags, looking to a saving on overhead as well as to gain the advantages of a closer co-operation. Quintette of publications are the New Republic, Theatre Arts Magazine, Asia, Saturday Review of Literature and American Review. Five have joined under the name of the Editorial Publications. Expect to move into one office in fall, which will house editorial and business departments of the five mags.

L. A. Firm Expands
 The Haskell-Travers Co., Los Angeles publishing house, is spreading out this fall and digging into the international field with a couple of books.
 Firm will publish "The Ancient Megas" by R. Stacy-Jess, and "Woman Alone" by Harmony Haynes, in the U. S. and Great Britain simultaneously.

Writers' Union Lectures
 Writers' Union, which is an outgrowth of the Unemployed Writers' Association, has arranged for a series of Friday night lectures on the art of writing. Lectures are to be at the Leroy St. Library, N. Y., at 8:30 p.m.
 Lectures for the first five weeks will be Herbert Linn and William Barrett, of Columbia University.

2 Pop Mags on Way
 On top of their purchase of *Adventure*, Harry Steeger and Harold S. Goldsmith have arranged the publication of two new pulp, *Terror Tales* and *Mavericks*, the latter a Western story periodical.
 Bonus the total of the 100,000 Goldsmith mags up to eleven. They are issued under the trademark of Popular Publications.

Double-Play
 Eleanor Lattimore wrote "The Last of the Mohicans" which will be published by John Day next week (23), and Eleanor Lattimore illustrated it but they're two different people.
 Two Miss Lattimores are sisters. In fact.

Lasky, Jr.'s Debut
 Jess Lasky, Jr. has now an author next week with the publication of "Curian of Law." Macaulay is publishing it and it's dated Aug. 24.
 Book was written by young Lasky in coop. with Jack Bennett.

Guile's Chi Plant
 Young Guile, back in Chicago, is busily working with the publisher of "Curian of Law." Macaulay is publishing it and it's dated Aug. 24.
 Book was written by young Lasky in coop. with Jack Bennett.

Hollywood History
 Haskell-Travers, Inc., Los Angeles publishers, have engaged Ruiné Bennett to write a history of Hollywood. Dominating feature of the work will be the story of the motion picture industry from its inception to one of the greatest single industries in the United States. Hollywood will furnish background and atmosphere for the work.
 This is to make this work accurate, impartial and complete.
 It will encompass approximately three decades of history. It will require three large volumes (ten years to a volume) to cover the subject, and will take a staff of research experts six months to gather data. Expected to be ready for sale by November, 1935.

Hearst Buys Pictorial
 Pictorial Review, one of the leading women's mags, has changed hands. New publisher is William Randolph Hearst, who acquired it from Lee Ellmaker and associates. Ellmaker had the periodical a little more than two years.
 Hearst idea is to make it a sort of companion mag to his other women's publication, *Good Housekeeping*. Herbert R. Mayes, editor of Hearst's trade paper, *American Druggist*, will be the new editor of Pictorial Review, succeeding Theodore von Zieckursch, who stepped out upon the mag's sale.
 Ellmaker has still another women's mag, *Woman's World*.

Pearl Buck's Editorship
 Pearl S. Buck has become advisory editor of John Day Co. Mrs. Buck's "The Good Earth" was a windfall for John Day. Through Mrs. Buck's new appointment, firm not only continues to get the new Buck books, but also the benefit of the famous authoress' experience in the selection of its lists.
 Mrs. Buck, recently back from China, will stay here a year at least, dividing her time between New York City and her farm in Dutchess County. Will devote her mornings to her own writing and afternoons to the Day editorial offices.

Ryerson-Clement Active
 Florence Ryerson and John Clement, currently on a vacation in California, are writing a novel for publication by D. Appleton-Century Co. "Shadows," mystery novel published by the same firm, hit the counters last week.

Married pair, who got into the book field through picture writing, have two original film stories, five scripts and two published novels to show for a year's work.

Gentlewoman's Change
 After more than 60 years, Gentlewoman, the small-town femme's mag, not only moves to new quarters but also undergoes a change in appearance. Publication is to become a bit more sprightly and will be printed entirely in rotogravure.

Although it's the rural women's mag, Gentlewoman is published out of New York.

Baird's Pinkertons
 Edwin Baird, who discontinued his detective monthly magazine some time ago for "Real America," is considering the detective mag again on the same plan as the old one. Expected to appear on the stands about January, with 10 or 12 stories per issue.
 He will continue as editor of "Real America."

Pulp's Sinking Prices
 The 20-cent pulp mag becoming more and more rare. Before sailing for Europe, Eltinge F. Warner, the chain mag publisher, lopped a nickel off the sales price of his Black Mask Magazine. It's now 15 cents per copy in conformity with the reduced sales price of most of his competitors' mags.

Photo Tome By Knopf
 Knopf is to venture a strictly picture book, following the lead of a number of other publishers. Publisher has commissioned Philip Van Dusen Stern to gather the most sensational news photos of the past few years and has asked Herbert Asbury to do the captions.
 Volume is to be called "The Reckless Moment."

Random's First
 With publication of "The Man on the Flying Trapezoid" Random House is making a precedent by taking on a book in "Random" which is not of a literary nature. It was first published in 1910 when first short story was published by Whit Linnard of Story mag.

Best Sellers		
Best Sellers for the week ending August 11, as reported by the American News Co., Inc.		
Fiction		
"Lamb in His Bosom" (\$2.50)	By Caroline Miller	
"Anthony Adverse" (\$3.00)	By Hervey Allen	
"So Red the Rose" (\$2.50)	By Stark Young	
"Years Are So Long" (\$2.50)	By Josephine Lawrence	
"Holy Dendrick" (\$2.50)	By A. P. Herbert	
"I Claudius" (\$3.00)	By Robert Graves	
Non-Fiction		
"While Home Burns" (\$2.75)	By Alexander Woolcott	
"Stars Fell on Alabama" (\$3.00)	By Carl Carner	
"New Careers for Youth" (\$1.50)	By Walter B. Pitkin	
"100,000 Guinea Pigs" (\$2.00)	By Arthur Kallet and F. Schlink	
"Life Begins at Forty" (\$1.50)	By Walter B. Pitkin	
"Nijinsky" (\$3.75)	By Rimda Nijinsky	

Book Reviews

Hard-Boiled Cycle Continues
 The tough book vanguard is moving in fast and heavy now. Benjamin Appel is the latest, and maybe the toughest, with his "Brain" (Knopf, \$2.50). It's certainly tougher than "Thin Man" or "Postman Always Rings Twice." Whether it's as good is another matter.

It's a strong book that Appel has turned out and frequently exciting. It's the story of an intelligent, educated lad who works himself up by degrees to become headman of a gang of hoodlums and crooks. It's perhaps too long and too factual. Also it hasn't the general appeal and story value than its predecessors had. But it's good writing, and leaves a searing impression that's not easy to lose.

Screwly Pugilism
 Don Skene, sports editor of the N. Y. Herald Tribune, has been rated among New York as one of the whitest writers for some time. In his first book, "The Red Tiger" (Appleton-Century, \$1.50), he carries out that promise.

It's the hectic, cockeyed story of the buildup of a heavyweight champion. Skene lets his imagination go berserk, but uses a lot of factual bits to give the book color. It's very funny and, to anyone knowing anything about sports, amazingly true to life.

Damon Runyon wrote a neat preface for the book and Howard Baer illustrated it.

Riding A Cycle
 Rian James is following the cinematic hospital cycle with "The White Parade" (King, \$2), in which he seeks to make use of the abundant material gathered for the script preparation. Plenty of good dope, but while he had the foundation for a really good book, he did not write one. It is all in the Hollywood manner, with cheap wisecracks, types, and the basic plot that has been good since Sir James Barrie wrote it into "Hop O' My Thumb" for Maude Adams.

Same old gag of the girl who pretends to have a lover when she doesn't even know him, but lands him in the long run. It suggests having been done over from a scenario James wrote and had laid turned down. But it will be in demand in the rental libraries, which is its index number.

Circus Lore
 American Antiquarian society of Worcester, Mass., has reprinted from the April, 1933, issue of its proceedings a monograph of R.W.G. Vail's paper on early circus history. Only 75 pages in paper covers, but it sells for \$2 and worth it to the circus-history fan.

Much of the stuff is new, taken from the library of the society, and it is embellished by reproductions of old posters. Not a connected chronology, but a system of random, but orderly, notes, which fit into other more ambitious histories, amplifying that material.

Experiment in Chauffeurs
 Taking over her despised stepmother's chauffeur to find out what she saw in the car plot, for whose sake she turned her back on society, is a getaway from the usual thing. Mathilda Elker develops her problem interestingly in "Hire of Mrs. Willington" (Doubleday, Doran, \$2). More a novel of analysis than action, and slow reading in comparison with the average modern output, but interesting if the reader has the perseverance to stick through the too slowly paced opening pages.
 Distinctly not picture material in the present mode, but will appeal to the thoughtful.

Newcomer Shows Promise
 Keith Fowler is a new writer who may be heard from. His first novel is "All the Skeletons in All the Closets" (Macaulay, \$2.50), which will probably get a lot more attention than it deserves because of the fact that Fowler is so obviously a comer.

Story has to do with a blackmailing scandal-sheet, and is based on facts that a number of people will remember. Also has a few characters, notably a newspaper society reporter, who are recognizable.
 Story is amusing and has its points, but on the whole it's too unimportant and draggy. Built up way beyond its actual proportions and frequently mislabeled by what seemed to be author's cure-alls. There are, however, several chapters of fine writing and honest commentary that point to Fowler having the capacity for future importance among the literati.

Trenker's Autobiog
 Luis Trenker, one of the more important of German cinematic folks, is a writer, actor, director and producer. He made several films that way. Universal handling a couple of them for the entire world. "The Rebel" and "The Doomed Battalion" were both distributed here by U. Now, although still a young man, Trenker writes his autobiography in "Brothers of the Snow" (Dutton, \$3.50).

It's an interesting book with much color and many curious sidelights on the life of a mountain climber. Badly translated by F. H. Lyon. It does not read smoothly, but the facts are there. Also, there are a number of fine photographs, some out of Trenker's films, and other stills taken by him of mountain crags in the Alps and skyscrapers in New York.

Mystery Clicker
 Frances Noyes Hart, one of the more expert story tellers, has herself a good time in "The Crooked Lane" (Doubleday-Doran, \$2.50). It's a mystery story with distinction, perhaps one of the best of the new season.

Miss Hart wrote "Bellamy Case" and "Hide in the Dark." Her new book is on the same level. It's laid in Washington and has some fine character portrayals. Could be filmed.

Lobeyette
 The woman lobbyist is no strange character to fiction, but Evan J. David managed to give glamour to the old character and to endow his heroine with romantic appeal. Neither deeply nor skillfully planned, but fast-moving and with a variety to the action.

Strictly for the rental libraries and summer reading, but "Useful Lady" (Macaulay, \$2) has its good points and should find a moderate sale. Too fast for present day pictures.

Beer Compelish

(Continued from page 1)
 that they head for home instead of a refreshment place.
 Also it is brought out that the neighborhood drinking spots are as much of a competitor as the larger establishments downtown. M. Marlowe, general manager for Quindly Chain Store, says that his group is not sponsoring this movement in Port Wayne, but just following the campaign to get fun play.

Chatter
 Fourth edition for "Goodbye, Mr. Chips."
 Isabel Hornbrook is at Pigeon Grove.
 Andre Maurois doing a blog of Dickens.
 Eleven short stories in the September Story.
 Dr. Louie Ferdinand Celine coining the Chi fair.
 The George Horace Lorimer back after a quick trip abroad.
 Hudson Strode the guest of Owen Johnson in the Berkshires.
 Before turning novelist, Barbara Webb compiled a cook book.
 Lewis Mackall's title for his forthcoming novel is "Summer Leaves."
 G. P. Putnam has signed a number of scribblers, including Thomas Boyd.
 Carman Barnes in Massachusetts, writing a new novel for Claude Kendall.
 Kate O'Brien going to Spain for local color for a new novel she is planning.
 Stanley Hopkins, back from England and Germany, at work on a new novel.

Ella Lou Walton giving a course on book reviewing at New York University.
 Caroline Miller hiding in the North Carolina mountains since she got the Pulitzer Prize.

Louella Parsons starts a series of intimate articles on Hollywood in the Sept. Cosmopolitan.

Beth Brown to Hollywood this week on Screen Mag assignment and possible studio berth.

Richard Aldington, in a motor smash-up on that Austrian trip, suffered a broken knee-cap.

Macmillan to reissue, in the fall, two of Jack London's books, "Burning Daylight" and "Adventure."

Sally Harrison, p.a. of Long & Smith, used to be book reviewer of the Akron, O., Beacon-Journal.

Phil Strong has delivered the major part of a new novel to his publisher. Not a mention of Iowa in it thus far.

Harold Lamb on Coast writing "The Crusades" for Cecil De Mille, announced his next book will be "Omar Khayyam."

Funk & Wagnalls has taken a new book on the Orient by Robert S. Piekens, who left the Associated Press to write the tome.

Nick Kenny, N. Y. Daily Mirror's radio editor, and Boris De Tanko, Russian novelist, are plotting "No Sailors Allowed." Uncle Nick's first novel.

English rights to "Maria Paluma," by Blair Niles, have been sold by Sanford Greenbacher to Hutchinson. Title will be changed to "God's Century."

Dorothy Smith, of the Paris Herald, in New York for a few days en route to Ohio, where she'll hide away for a few months to write a detective novel.

The radio tribute paid by Will Rogers to Marie Dressler will serve as the foreword to her autobiography, "My Own Story," which Little, Brown will issue in October.

Richard Simon (& Schuster) is off on a four-month honeymoon with the new missus. Will go to Hawaii for a while and motor across the U. S. and back.

Kenneth Seaman Glinzer, Hammond Claude and Jerome Francis have first issue of their new mag, "The Lion and the Unicorn," set for Sept. 15 publication. Will be a bi-monthly.

George Cronyn, who left a few months ago for the hills of New Hampshire vowing he wouldn't return until snowfall, is around New York again with admission that his pastoral dreams are shattered.

Zane Grey has camped in the Oregon woods to write a novel with a South Sea Island background. He returned to the U. S. recently after writing a novel in Tahiti about the construction of Boulder Dam.

Mrs. Nikolai Sokoloff gave a party in Westport, Conn., prior to the departure of Ursula Parrott for Russia. Miss Parrott's new book, "Echo of a Drum," has been postponed by Longmans from October to next January.

Since Alva Taylor Galileo became ex-Mrs. Paul Galileo on the N. Y. Daily News she dropped her A. T. Galileo name-plate in writing the men's fashion col. as Al Taylor. However, she resumed Alva Galileo as a by-line in assisting Kate Cameron on film reviews over the summer.

Ann Watkins is still in waiting the campaign to get fun play.

Radio Directory

New Business

(Continued from page 36)

three announcements daily, one month. KFEL.
Red Furrers, 26 announcements, K.L.Z.
Best Furs, eight announcements, K.L.Z.
Florsheim Shoe, 13 announcements, K.L.Z.
Cuban Village, 13 announcements, K.L.Z.
Golden Eagle, 24 announcements, K.L.Z.
Reynolds, 10 announcements, K.L.Z.
Walker-Buick Co., three 15-minute programs, K.L.Z.
Saltwater Coffee, 26 announcements, K.L.Z.
Elle Coal Co., 300 run of schedule announcements, K.L.Z.
Elitch Gardens Amusement Park, 26 announcements, K.L.Z.
Robert Collier Tours, three announcements, K.L.Z.
Robich Cigarettes, 26 one-minute announcements, K.L.Z.
Kings, Inc., 26 one-minute announcements, K.L.Z.
Rocky Mountain Gospel Tabernacle, four 15-minute periods Sunday a.m. K.L.Z.
Denver Dry Goods Co., 26 announcements, K.L.Z.
Channings, five announcements, KFEL.
Tony LaSalle, Inc., six announcements, KFEL.
Sam's Place, one announcement daily, one month. KFEL.
Furness Jewelry Co., three special old gold announcements daily, one month. KFEL.
Gigantic Cleaners, one announcement daily, one month. KFEL.
Avery Apartments, one announcement daily, one month. KFEL.
Acme Agency, five announcements, KFEL.
Freeland-Mayer Chevrolet Agency, three announcements daily, one month. WSOO.
H. Barr Electrical Repair Shop, three announcements, one month. KFEL.
Walker Buick Co., 20 announcements, five a day. KFEL.

CHARLOTTE, N. C.

Wilder Swimming Pool, 26 announcements, WSOO.
A. K. Sutton, Philco distributor, 15 Philco announcements, WSOO.
Old Dutch Bakers, 15 announcements, WSOO.
Buffalo Ginger Ale, 15 announcements, WSOO.
Southern Dairies (Good Samaritan), 15 weeks, WSOO.

NASHVILLE

Report Studios, 26 weeks, beginning September 8, 9:30-10:00 p.m., half hour on Grand Opry. Lessing Advertising Company, Des Moines, WSM.
Earl Lewis Nursery, beginning January 5th for 13 weeks, half hour on Grand Opry. Lessing Advertising Company, Des Moines, WSM.
Visit St. Louis Committee, St. Louis, 15-minute announcement Aug. 3rd and Aug. 7th. Jimm Daugherty, Inc., St. Louis, WSM.
Dr. Pepper Co., Dallas, Texas, one minute electrical transmissions, daily except Sunday, beginning July 31 for 52 times. Tracy-Loock-Dawson, Dallas, WSM.

PHILADELPHIA

For Weis, spot announcements, indefinite period. Feigenbaum Agency, WPNR.
Franklin Shoe Repair, spot announcements, placed direct, WPNR.
Cater Water Crystals, 30 minute musical program daily except Sunday, for one year, WIP.
Quaker Oats (Puffed Wheat and Tonic), reading of Sunday comics by "Red" Fox, weekly at 9:30 a.m. Fletcher & Ellis, WIP.
Select Shoppe, dresses, 12 spot announcements weekly. Placed direct, WIP.
Piso Company, cough remedy, 102 spot announcements. Watson Adv. Agency.
Harson, DeMay Forbes, furrers, 28 announcements weekly for indefinite period. Direct, WIP.
For Weis, furrers, half-hour program from store, WIP.
Lancaster, amusement park, 15 minute weekly musical program. Placed direct, WIP.
Wilson, 15-minute stampings, daily participation in Home Makers Club. Carter-Thompson Agency, WIP.
Mint-Yeast, daily announcements, indefinite period. Placed direct, WIP.
Steel Pier, Atlantic City, three announcements weekly for 26 weeks. Direct, WIP.
Evergreen Memorial Park Assn., daily spot announcements for 13 weeks. Placed direct, WIP.

Circus Gardens, amusement park, daily announcements for 13 weeks. Direct, WIP.
Women's Home Companion, 15 minute shopping talk on fourth Tuesday of each month, for 13 weeks. Crowell Pub. Co., WIP.
Dollar Crystal Company, two half-hour periods weekly, 11:10-11:30 program direct from Reading, Pa., contract for one year. Direct, WIP.
Linen Mart, two announcements daily for 26 weeks. Direct, WIP.
Dr. Miller, furniture, 12 announcements weekly. Direct, WIP.
Dr. Glaser, dentist, two announcements weekly for 13 weeks. WIP.
A. & Q. Shoe Company (Foot Joy Shoes), two announcements weekly for 13 weeks. Direct, WIP.
Brazilian Tea Co., daily announcements for 13 weeks. Direct, WIP.
Paper Shoe Co., health shoes, three announcements weekly for indefinite period. Direct, WIP.
Cosmic Science Church (fortune-teller), daily half-hour, one hour on Sunday, direct from New York, for six months. WIP.

PITTSBURGH

Natural Gas Companies serving Greater Pittsburgh area, 36 quarter-hour shows, twice weekly, featuring Nancy Martin. Placed by Ketchum, McLeod and Grove, KDKA.
Reid, Murdoch and Co., renewal of three weeks participation in Home Forum for 26 weeks. Placed by Philip O. Palmer, KDKA.
Max Azen, Inc., sponsorship of Strange Facts daily for three weeks. Placed direct, KDKA.
John Morris and Co., renewal of three weeks participation in Home Forum for seven weeks. Placed by Henri Hurst and McDonald, KDKA.
Dr. Miles Laboratories, Inc., renewal of 39 quarter hour Alka-Seltzer discs, three times weekly, advertised by Wade Advertising Co., KDKA.
Pittsburgh Coal Co., daily temperature reports for 52 weeks. Placed by Walker and Downing, KDKA.
Associated Manufacturers of Steel Beer Bottles, 15 quarter-hour discs, placed by Fischer, Zealand and Co., KDKA.
Ironized Yeast Co., 26 five-minute discs, three times weekly. Placed by Ruthrauff and Ryan, KDKA.
P. Duff and Sons, renewal, 45 five-minute discs, three times weekly. Placed by Batten, Barton, Durstine and Osborne, KDKA.

PORTLAND, ORE.

Olds & King department store, night time announcements July 31 through August 1, KGW.
Altshel Brothers, Inc., rug importers and dealers, night time announcements during month beginning Aug. 5. Through Oscar S. Haugen agency, KGW.
Hagenfeldt Amusement Company, four day time announcements July 23; 26 day time announcements during Aug., and 13 night time announcements during Aug. Through William Norvell agency, KGW, KEX.

Spokane, Portland & Seattle Radio, night time announcements July 27, through W. S. Kirkpatrick agency, KGW, KEX.
Milton P. Gumbert, furrer, five-minute day time program, three times weekly for month beginning Aug. 6. Through Adolph Hoch agency, KGW.
Crazy Wills Water Co., three times weekly night time transmission or sponsor's talent, 15 minutes one year. Through station, KEX.
Count's Service stores, tire dealers, daily announcements night time for one week beginning July 30. Through Frederick Schmidt agency, KEX.
Neskov in bench, 15 day time announcements during month beginning Aug. 2. Through Associated Advertising Service, KEX.
Pendleton Woolen Mills, five announcements each Monday night on wrestling matches, and five announcements each Tuesday night on beach broadway, KEX.
Gerber & Crossley agency, KEX.

Literati

(Continued from page 49)

Sinclair Lewis as exclusive literary agent. "W. Lewis" office has just closed the sale of the talker-rights to Lewis' "Babbitt" to Warner Bros. and WB has an option on the dialog rights to "Main Street." Lewis is also consummating a deal for production of "Dodsworth" in Central Europe.
Ruth Suckow at the McDowell Colony in Peterboro.
W. E. Woodward taking the waters in Saratoga.
Manuscript of Mr. and Mrs. Frederick Lewis Allen's new picture book, "McDonalds," weighed 64 pounds when it arrived at the Harper office.

4:15. It's a tie-in with current attraction at the local theatres announcements.
Ford Billings, KSTP business manager, to Gotham on a two-weeks' bit trip.
Caroline Jordan, KSTP artists' bureau head, back from her north-western vacation, and now, with Uncle Tom (Hidworth) leaving for Glacier House, she'll have a fortune in charge of KSTP's daily children's hour.
John Walda back from a peek at Chicago.
Shirley Sadler, who's been building over KSTP, is now with Men of Notes on a program originated by KSTP and fed through the north-west on NBC Thursday nights from 10:15 to 10:30, CST.
On KSTP's twice-weekly program inviting Twin Cities advertising agencies to choose their own melior and announcing the excess who do the choosing—agencies so far participating are B. H. D. & Co., Inc. and the McCord Co., Minneapolis, and David, Inc., St. Paul.

Pacific Northwest

Vacation time luring many away, among them **Alan Howard** and **Al Williams** of KOJ, Seattle, one-hour **Tubby Quilliam**, KOMO-KJR, Seattle, commercial manager, resting up in Seaside, Ore., with Harry Jennings of KEX and KGW, Portland.
Loren Stone, Jim Lunke, Bert Fisher and H. J. Quilliam, all of KOMO-KJR, Seattle, attended Pacific Ad Club convention at Portland.
J. A. Morton joining the KOMO-KJR commercial staff.
Studio birthday parties for two KOMO-KJR staff members within the past week. One hour one-hour weekly children's program of Uncle Frank turned into celebration for him; and Dorothy Bayliss, publicity department secretary, knocked giddy by surprise affair in her honor.
Louis Bookwalter is now with KOIN as technical director. He was formerly division engineer for CBS in New York.
Home furnishings with organ music is being tried out by a department store over KGW. Tie-up is made by remote control with the Hollywood theatre organ at noon daily. Then Amy Brunn plunges into the eight-minute talk on drapes and upholstery, winding up with the organ.
Two Portland morticians using radio both with transcription programs. **Holman & Lutz** have RCA's transcription, "Beauty That Endures," for 15 mins every Sunday. **Edward Holman & Son** have a daytime spot with "Musings," transcriptions produced by the Radioart Guild of L. A. Both programs have been well received and appear to be of value to the sponsors. Both come over KGW.
Billy Sandiford, KOIN announcer, and **Robert Haines**, as tenor of the same station, returned to the burg after vacationing at Tia Juana, Agua Caliente and way points on the Mexican border.
KAT's new 100-watt class B modulated transmitter has been installed by L. S. Bookwalter, technical director for that station and KOIN.
Carley Jennings, commercial manager of KEX-KGW, got together with H. J. Quilliam, commercial manager of KMO-KJR, Seattle. Result of this heavy concave was they both went vacationing together at the beach.
Geneidine France, pianist, is going to make a team with Gail Young, baritone. Both KOIN.

Ohio

Appointment of Robert Wilson to a newly created post of production manager has been announced by Al Simmons, manager of WADC, Akron. Harold Hagaman, a announcer, will take over Wilson's former duties of directing programs.
Holland Engle clipped an eyebrow when somebody pushed a Wrigley building door open too soon.
They call Mildred Tedquist "Teddy."
Les Atlas back from another fishing expedition.
Stan Thompson pushed around a bit in an auto mix-up.

Storer-Flamm Az Iz

George Storer, president of the Federal Broadcasting Co., and **Dan Flamm**, head of Knickerbocker Broadcasting Co., yesterday (Monday) issued a joint statement declaring that the two parties had not broken off their agency arrangement involving WMCA, New York. Storer-Flamm assurance resulted from a report that Federal was not renewing its lease on WMCA and that Flamm would resume full operation of outlet.

1000 S. Hope Street
Richard Dill
Earle C. Anthony, President
Gene Kales, V.P. and Gen. Mgr.
Arthur Baller, Production Dir.
KFWB
Warner Bros. Pictures Corp.
Warner Theatre Bldg.
Hollywood 9315
Gerard King, Gen. Mgr.
Charles Mittenhall, Commercial Mgr.
Jack Jay, Technical Director
Johnnie Murray, Charge Vaude Programs
Kay Van Der, Charge Dramatic Prog.
Les Hewitt, Chief Engineer
Frank Murphy, Supervising Engineer
George Fischer, Publicity

KNX
Western Broadcasting Co.
Otto K. Olson, Studio, Hollywood
Hollywood 4101
Gay C. Park, Jr., President
Naylor Rogers, V.P. and Gen. Mgr.
Carl H. Rosen, Commercial Mgr.
Kenneth C. Truiston, Technical Supervisor
Van C. Novick, production manager
Willard Hatch, Musical Dir.
Leo Mawhinney, publicity

KMPC
(Beverly Hills)
Mac Millan Petroleum Corp.
1921 Wilshire Blvd.
Creative 3101
Hugh Ernst, Jr., Gen. Mgr.
John Tegen, publicity
Haron Von Mady, production manager

KMTR
KMTR Radio Corp.
915 N. Parnassus, Hollywood
Reed E. Culbert, President
Donald Bullock, general manager
Salvatore Santella, Musical Dir.

KGFJ
1417 So. Figueroa Street
Frankenstein 7709
Don S. McGlashan, owner
Duke Hancock, KRKD

KRKD
Fleisold Broadcasting Co.
541 South Spring Street
Madison 1716
Frank Dobson, president
V. G. Pretag, Gen. Mgr.
Del Lyon, Sales Mgr.

KTM
Pickwick Broadcasting Co.
211 So. Vermont
Exposition 1311
Charles Wren, Pres.
George Martinson, Manager

KFAC-KFVD
Los Angeles Broadcasting Co.
945 Marlow Ave.
Fitzroy 1231
E. L. Codd, President
George Moskovic, commercial manager
Calvin Smith, studio manager
Barton Bennett, program director
Chauncey Haines, Jr., musical director
Tom Gibson, charge dramatics

Radio Chatter

(Continued from page 37)

KDKA, Pittsburgh, gave Alice Faye her first singing job at a Shriners dinner in Pittsburgh. Lois was the organist at the event, then she and Miss Faye, with a burning desire to sing, was a chorus gal in a Loew unit.
Babette of WWSW, Pittsburgh, cooling off for couple of weeks in the Maine woods.
Albin McDermott, of WWSW, Pittsburgh, leaving for New York to become organist and choirmaster at Holy Name Church.
Billy Weis, driving over WWSW, Pittsburgh, has been held at the Hotel Schenley for dancing purposes until after Labor Day.
WWSW, Pittsburgh, corralled **Judith Anderson** for an episode in the new play, "Female of the Species," she's trying out for the Civic Playhouse.
WWSW, Pittsburgh, continuity writer at **KDKA**, Pittsburgh, and **Elizabeth Koch**, a Boston girl, will soon tell it to a preacher.

Minnesota

Edna Puppl, Earl Gammone's private sec., leaves WCCO Friday (17) for a three weeks' glimmering of the sunny slope. She'll trip by train.
Ed Althott is another WCCOite with vacationists. He goes Saturday (18) for two weeks at Glacier Park.
Stan Thompson, who left WCCO some months back to join CBS in Chicago, dropped into Minneapolis last weekend and did a couple of minute shorts for a commercial.
WAAW (Omaha) manager **Ernest F. Bader** said to be Minnesota-bound, but the boys here haven't seen him nor half of 'im.
National Ten has renewed its Friday morning period over KRTP for another 13 weeks. Vocal Men of Notes are featured.
WCCO's "Mystery Singer", who hits the key-boards wearing a white suit and a black silk mask, is stirring up lots of guesses as to his identity. So far no one's won the mystery.
Crazy Soliers, WIDY sustainer, have landed a commish, **Mathews Tavern** (Minneapolis) is now laying it on the line.
WIDY is spreading on ords, adding two of 'em this last week. **Cowden's Dance Kings** and **Duke and the Knights** are the new musickers.
Hollywood Bound, news of the flicker stars interspersed with musical numbers, now uses 15 minutes of WDCY time daily, beginning at

(Continued from page 38)

Bill Hay, Local Sales Mgr.
J. King, Asst. to Vice Pres.
W. R. Shuman, Asst. Sales Mgr.
Howard Linnott, Chief Engineer
M. W. Rife, Chief Field Engineer
R. R. Fonges, Maintenance Mgr.
A. Williamson, Publicity Mgr.

CBS
Wrigley Bldg.
Whitehall 9000
(Station WBBM)
H. Leslie Atlas, Vice-Pres. in Charge
J. King, Asst. to Vice Pres.
Leonard Erikson, Western Sales Mgr.
J. Kelly Smith, WBBM Sales Mgr.
Bill Stephenson, WBBM Asst. Sales Mgr.
Richard Peters, Sales Research Dir.
Neil Conklin, Head Engineer
Delus Owen, Program Operations Mgr.
Holland Engle, Asst. to Program Director
Ray Appleby, Technical Prod. Mgr.
Don Bernard, Music Prod. Mgr.
Howard Neumann, Musical Dir.
Henry Klein, Continuity Editor
Frank Falkner, Chief Engineer
Bob Kaufman, Publicity Mgr.
Ellie Marthe Harver, Educational Dir.
Arthur Winslow, Community Concert Mgr.
McClure Holloway, Columbia Concert Mgr.

KYW
STANLEY Bldg.
Vahwah 4010
Harner Hucan, Gen. Mgr.
Parker Wheeler, Production Mgr.
Harold E. Bean, Asst. Production Mgr.
Wesley Mungin, Musical Director
H. E. Randall, Chief Engineer

WCFL
Furniture Mart
Delaware 9600
John Fitzpatrick, President
Edward N. Nickles, Gen. Mgr.
Franklin Langquist, Bus. Mgr.
Maurice Lynch, Program Mgr.
Howard Keegan, Production Dir.
Edna Hanson, Continuity Dir.
Howard Keegan, Chief Announcer
Maynard Marquardt, Chief Engineer

WJJD
Lake and Wells Bldg.
State 5400
Ralph L. Atlas, Gen. Mgr.
Arthur M. Linick, Gen. Mgr.
Herbert Sherman, Sales Mgr.
Joe Altough, Program Mgr.

WLS
1230 W. Washington
Haymarket 1930
Burrage Butler, President
Glenn Snyder, Gen. Mgr.
George Higgins, Program Mgr.
Walter M. Davidson, Adv. Mgr.
Tom Rowe, Chief Engineer
Clennell Legg, Artists Mgr.
Hal O'Halloran, Chief Announcer
Julian Bentley, Publicity Dir.

WGN
Drake Hotel
Superior 0100
W. E. MacFarlane, Gen. Mgr.
Quentin Stanton, Chief Engineer
George Isaac, Commercial Mgr.
Edward Barry, Production Mgr.
Carl Myers, Chief Engineer
Frank Schreiber, Publicity Dir.

WGES
128 N. Crawford
Van Buren 8300
Gene Dyer, Station Mgr.
Charles Lamphear, Production Mgr.
Joseph Brubaker, Chief Engineer
John Van, Musical Dir.
Don Crooner, Chief Announcer

WIND
201 North Wells
State 5305
Ralph Atlas, President
W. A. Richards, Chief Engineer
John Muri, Musical Director
Tom Murray, Chief Engineer
Art Jones, Chief Announcer

San Francisco
NBC
(Stations KGO-KPO-KYA)
Western Division
111 S. Market
Sutter 1021
Don E. Gilman, V.P. and Western Div. Mgr.
C. L. McCarthy, Asst. Div. Mgr.
Low Frost, Pres.
Harry Anderson, Sales Mgr.
Ed Sexton, Mgr. of Plant Operations and Engineering
Lloyd E. Yoder, Press Dir.
J. Maxwell, Station Mgr.
William Andrews, Chief Announcer
Cecil Underwood, Prod. Mgr.
Ray Frohman, Sales Promotion Mgr.
Meredith Wilson, Musical Dir.

KYA
908 Market St.
Prospect 3121
Edward McCallum, Station Mgr.
Lynn Chubb, Pres. Dir.
Harry Hechtel, Chief Announcer

KFRG
(Don Lee-Columbia outlets)
1000 Van Ness Ave.
Prospect 0100
Fred Patel, Don Lee Gen. Mgr.
Harriett Hollister, Station Mgr.
William Wright, Pres. Dir.
Arthur Kemp, Sales Mgr.
Ed Cornick, Station Mgr.
Claude Sweeten, Musical Dir.

KJBS
(Julius Brunton & Sons, owners)
1200 Broadway
Ordway 4148
Ralph Brunton, Mgr.
Ralph Smith, Pres. Dir.

KTAB
115 O'Farrell St.
Madison 4700
M. E. Roberts, Pres.
Frank N. Galvin, Pres. Dir.

Los Angeles
KHJ
(Columbia Don Lee Broadcasting System)
1075 West 7th Street
Vandike 7111
Don Lee, President
Thomas Lee, Vice-President
C. E. Blawie, Chief Engineer
Raymond Page, Musical Dir.
Paul Rickenbacker, Production Mgr.
Kenneth Niles, Station Mgr.
Herbert Witherspoon, Traffic Mgr.
Arthur J. Kemp, Asst. Adv. Mgr. (KJL)
David Hennan, Chief Engineer
Thomas Lee Artist Bureau, Peter DeLima, Mgr.

KFI and KECA
(NBC outlets)
Earle C. Anthony, Pres.

CHANCE PUBLICITY GRABBER

Peggy's Century of Progress

Chicago, Aug. 8.

Dear Benny:

I wish you wouldn't keep harping about that 40 bucks you say I owe you. Just think, Oscar Robinson has been paying me \$5,000 for one private sitting and you keep asking for that 40 after all our friendship. Besides, you shouldn't bother me with such small things. I have a lot of things on my mind. I am getting tired of all this low-class exhibition like I am doing. What I am doing is not real art. Teddy says so and Teddy should know.

Teddy is, or used to be a rickshaw puller. A rickshaw puller is a one-man deal with two wheels. Teddy is a fine puller. Even from the start I could tell that, even though I didn't see his face. I was riding in the rickshaw and it was like riding behind a horse. He is a fine athlete.

But he is funny. I have known him a week and he won't even hold my hand. I was afraid at first he was like that Cecil who works behind the perfume counter at Gilman's and don't like girls. But Teddy showed me a picture of his girl who is named Elaine. Teddy is so wonderful and I am very unhappy.

Yours,
Peggy.

Chicago, Aug. 10.

Dear Benny:

I am through with Oscar Robinson and his lousy \$5,000 sittings. He has been complaining lately that I've lost my expression. I am glad it's over because Teddy might have found out and maybe he wouldn't think that private art sitting was high class.

I am even thinking of giving up my public art exhibition. Teddy wants me to turn over my Streets of Arabia Village to him and his friends so that they will have a place at the Fair to show their own art paintings. He says that it's the chance of a lifetime for him and that finally he's going to show the world that he is right and they are all wrong.

He wants me to change the name of the Village to the World's Fair Institute of Modern Art. Benny, I am so unhappy and I don't know what to do.

Friendly,
Peggy.

Chicago, Aug. 11.

Dear Benny:

I have changed the name of my Village to the World's Fair Village of Modern Art and Expression. Everyone in the Fair says I am foolish in spending so much of my money to remodel a place when the Fair is going to close so soon anyhow. But they don't know what it means to Teddy. You know, Benny, that he hasn't kissed me yet and I have known him almost two weeks. He is wonderful.

I called up Stanley McKur to do the alterations at the Village and he wanted me to come over to talk it over with him. But I didn't go because this time I told him I had money to pay him cash in advance for the job. He wanted to know what happened to me and why I am changing the entire Village. I don't know what's the matter with him and with everybody else, Benny. Nobody seems to know what I am doing anymore, Benny. Only you and Teddy, though it's not the same thing between you and Teddy. Teddy is different. He is wonderful.

Love,
Peggy.

Chicago, Aug. 13.

Dear Benny:

We had a beautiful grand opening for the new Village of Modern Art and Expression, but nobody came but Teddy's friends and some of their friends. And the gate was free, Benny. But the place was empty and the only people were those who were artists to show their own paintings.

We've been open three days now and we haven't sold one painting yet. Nobody comes in any more. I tried to make a suggestion that I bring back my old art exhibit and

my pink pillow to bring in some customers. But Teddy and his board of directors, like he calls them, would not go for it. You see I have turned my Village over to Teddy to do with as he wants for the uplift of art. Teddy is having a fine time running the Village even though we are losing a lot of money. Teddy says it takes a long time for the masses to learn. But I can't see that Benny because it didn't take long for them to learn to like my art. I can't figure out anything anymore. Things used to go along so nice, like with Marlin and Peckie and Hadofsky. It seems that my kind of art makes things go much easier.

Must close now. I have to go and meet Teddy. He says he has a big surprise for me. I think it means he has decided to be more friendly. He is so wonderful.

Regards,
Peggy.

Chicago, Aug. 18.

Dearest Benny:

Only you could understand what I have been thru. That big surprise that Teddy had for me was really a surprise. He had me meet that ugly dame Elaine of his. What he can see in her I can't understand. She must be like that art of his that only he and a few friends can figure out. He kissed her right in front of me and told me she was his ideal. I bet he'd change his mind if he could see just with a screen and a pink pillow.

I never realized how much this modern art cost me until I went to the bank yesterday to get some cash. But I found that my account was just about washed up. And the I spent all this money for him and gave up some very fine gentlemen friends. Teddy is still not friendly, and I feel that he never will be. I am so sad. When I think that Mr. Robinson used to give \$5,000 per art sitting and Teddy won't have one sitting for nothing. What's more, I give him all my dough and still he won't even be friendly.

I am going to give up this here Village, Benny, and let Teddy have it. He has about ruined it already, and I don't anything can save it. I think I will phone Mr. Robinson today and see if we can't get together again.

Your loving friend,
Peggy.

Chicago, Aug. 22.

Dearest Darling Benny:

I am through with all these men in this town. I called up that Robinson first and he hung up on me. I should have taken checks instead of cash maybe.

I called up Marlin, who has opened a nite club since he got out of jail, and I offered to do my art exhibit at his place. But Marlin says I am washed up and a hood, and that since I got mixed up with modern art I am no longer boxoffice.

I thought that maybe I could bring back my boxoffice by getting some more publicity, and I called Peckie, that police captain who made me well known by pinching my art exhibit and taking me for rides to the police station in a patrol wagon. He was very friendly over the phone, but he said that he couldn't get the wagon any more, and besides he is no longer on the public morals squad. He was promoted for his good work in my case.

Even those carney barkers at the Fair are giving me the ritz. The public sure is fickle. But I will show these mugs that I can beat this racket. Talent is still what the public wants. I have just been getting a string of tough breaks.

I am going to see about some of those personal appearances offers that I had a couple of weeks ago when I was going big. Must close now because I have to go downtown to hook my wrist watch so I can get taxi fare to the booking office. You know, Benny, in this business you've got to put up a front. I think I will ask for \$4,000 a week

IT'S ORGANIZED BASEBALL BIZ

Recent Invasion of Radio on Top of Mountainous Mass of Free Space from Newspapers Makes National Game the Dream of Press Agency

NO. 1 SPORT

Albany, Aug. 13.

Professional baseball is receiving more publicity this year than in any season since the game was placed on an organized basis. In addition to the columns of news written by writers for press associations and for individual papers, the publicity sent out by the 'service' bureaus of the American and National leagues, the bureau of the National Association consisting of 19 minor leagues and the many p.a.'s in the employ of individual major and minor teams, and the broadcasts of games, scores, interviews, etc., by numerous stations, chatter is being released on a nation-wide basis to radio transmitters from two central sources.

One is The Sporting News, St. Louis weekly, and so-called official paper of organized baseball, which mails to a long string of stations a weekly batch of news and gossip, compiled by its publisher, J. G. Taylor Spink. This feature is handled on a year-round basis and usually hits the air early in the evening, by either local sports writer or an announcer at the mike. The Sporting News receives aerial credit for furnishing the dope.

A second, and a new medium, for the broadcasting of baseball news via ether waves is the Press Bureau of the National Association of Professional Baseball Leagues, the secretary and publicity man for which is Leroy H. Addington. Several months ago Addington began the release to radio stations of a weekly digest of highlights of news on minor league players gathered from all over the country. At present 36 transmitters, located not only in cities which have professional clubs but in towns without organized baseball teams, are using this service.

No Credit Required

Originally an experiment, the idea clicked so strong that Addington plans to enlarge on it next year. Quite a little of the stuff has appeared, in different form, in newspapers, but without a central agency to revise for radio, it would not be heard on the air.

Stations can use the material, or parts of it, at any time, and are not required to credit the source.

net. I will let you know in my next letter how I make out.

Your ever loving
Peggy.

WESTERN UNION
COLLECT DAY MESSAGE
BENJAMIN PIPER
CARE OF GILMAN'S EMPORIUM
DANVILLE, ILLINOIS
THREE DOLLARS SEND ME
THREE DOLLARS AND FIFTY
CENTS FOR BUS FARE HOME
STOP THAT WILL MAKE IT
FORTY THREE DOLLARS AND
FIFTY CENTS I OWE YOU STOP
WILL PAY YOU BACK AS SOON
AS I RETURN TO WORK IN
GILMAN'S STORE LOVE
PEGGY

RKO WINS FLAG

RKO practically clinched the baseball championship of the Motion Picture League Wednesday night (8) defeating ERIT at George Washington field 7 to 1. The winning battery was 'Chick' Schultz and Jack Alexander.

50,000 Canuck War Vets in Reunion Turn Toronto Turvy; Ruin Show Biz

Hi Finance

(Continued from page 1)

rehearsal hall, \$3.50; production, \$34.43; props, \$4.10; perishable props, 30c. Total, \$136.23.

Actual income, first show \$1.60; second show, \$16.86; third show, \$0; fourth show, \$4.30; fifth show, \$1.45; sixth show, no sales; seventh show, \$0c.

Then the show decided to fold up and call it quits.

Gin-Mill 1-Niters Cut Heavily Into Balto's Full-Timers

Baltimore, Aug. 13.

Fact that Maryland liquor laws permit taking out a one-day license for the moderate fee of \$5 has given rise to a practice that is proving thorn in flesh of seaside spot operators in vicinity of Balto.

Of late many persons have been taking over ramshackle bays rimming the river banks and bay basin just outside town and lighting just once weekly, Saturday night. Fact that a full liquor license costs a grand annual permits these one-day a week operators to undersell their full-time rival spots.

As most of this shore biz eventuates from the Saturday play which swarms to the seaside, the one-niters are getting most of the patronage, because they can cut tariffs under their full-time competitors, or else toss in free sea food or a little floor entertainment, which eclipses, as far as public is concerned, the full-time opposition, whose nut prohibits the equal-planning of prices.

Loew's Name Spree

(Continued from page 1)

with more names than any theatre has ever had this far in advance of a season's opening.

The extent of Loew's name buying is best indicated by the number of heavy money acts that only one of its several franchised agencies, William Morris office, has already booked for the Loew time. Morris-booked names to date for next season include Ben Bernie, Vincent Lopez, Ted Lewis, Thurston, Frank and Mel Britton, Burns and Allen, Phil Harris, Leah Ray, Pat Rooney and Herman Timberg. Through its other agencies Loew has set Joe Morrison, Little Jack Little, Phil Spitalny, Duke Ellington, Cab Calloway, Myrt and Marge, Al Trahan, Ben Blue.

Loew booking office's standing advice to the agents is to submit all possible names and don't spare the horses. 'The Loew book is described as being wide open for names with no strings on the salary pole.'

Coin for names set so far runner up to Ben Bernie's \$6,500. But that may be topped this week if Loew's deal for Guy Lombardo goes through. Another heavy money deal in the negotiation stage involves Rudy Vallee.

BIRTHS

Mr. and Mrs. Elsie Wolff, daughter, at Pittsford, N. Y., Aug. 9. Mother is secretary to Edward Klaubner, CFS executive v.p. Father is non-pro.

Mr. and Mrs. H. J. Strandhagen, son, Newark, N. J., Aug. 3. Father broadcasts over WOR, Newark.

Mr. and Mrs. Armand J. Morin, son, Portland, Me., July 31. Father is district manager of M & I theater in New England.

Toronto, Aug. 13.

Show business was ruined here for five days as 50,000 Canadian war veterans turned, this city upside down during their first reunion since the Armistice. During the celebrations, all the major theatres were invaded by jubilant ex-service men who marched down the aisles, mounted the stage, crossed over in front of the screens as films were being shown, and then marched up the aisles and out.

The boys smashed the orchestra pit at the Imperial, largest theatre in Canada. At Shea's Hippodrome, only vaude spot in the Dominion, they stormed the stage as Vaughn De Leath, current headliner, was singing Miss De Leath. The decorative shell over the orchestra pit at Loew's was also smashed to splinters as brawny fighters clambered to the stage.

There was no evident resentment on the part of quieter citizens. The vets jammed the downtown area, commandeered street cars, tossed out policemen and conductors, installed stolen and ill-tuned pianos as players thumped out war-time melodies on reluctant keys.

Newspaper trucks were stopped and their contents made into street-corner bonfires. Crap games flourished unchecked on the principal thoroughfares. German guns were stolen from war memorial parks and dragged by autos or man-power into hotel lobbies. A detachment of mounted veterans rode their steeds into hotel rotundas and demanded 'room and bath.'

At the Canadian National Exhibition grounds a French village had been reconstructed complete with streets, billboards, entertainers, churches, town hall and scrawled chalk marks on the walls directing troops to 'mademoiselles.' Surrounded by sandbags, barbed wire and sentries, the area was closed to civilians.

A special beer and wine license was granted by the government to preserve the spirit of war-time France. Sixteen ambulances had daily duty carrying casualties from the French village to city hospitals. Most of the wounded had suffered through fights in which beer bottles had been wielded. Numerous streets, bearing fresh beer supplies, were hi-jacked by the war-torn who seized cuse and ran. The special beer and wine license was finally revoked by the government.

The result was a raid on all hotels where vets refused to pay their bar bills. Nothing could be done about it. Everybody was happy. Members of old army concert parties staged shows in the French village. Celebrating veterans in the audience stopped the shows. Cars of civilians, who ventured downtown, were overturned. Others were commandeered for joy-rides by the ex-fighters. One veteran, netta Rogers, non-pro, Aug. 2, in New York.

Veterans and civilians had a great time. The experience will probably never be repeated.

MARRIAGES

Amy Atkinson to Robert Stewart, at Pittsford, N. Y., Aug. 11. Bride is former 'Vanities' actress, groom a Chicago concert organist.

Sara Clark to Eddie Buzzell at Beverly Hills, Cal., Aug. 11. Bride is a non-professional.

Lou Preston, former manager, Academy, N. Y., and now with the Endicott circuit in Brooklyn, to Sienna Rogers, non-pro, Aug. 2, in New York.

Margaret Becker to Cliff Lewis, in Los Angeles, Aug. 11. Lewis is p.a. for Paramount on Coast; bride is secretary to Bill Fine on the same lot.

Helen Fisher King to George Bartholomew, in Calver City, Calif., Aug. 11. Bartholomew is a producer for Mincrograph Pictures.

East

Over 700,000 cars paid toll on the George Washington bridge last month. Number is new high for bridge.

As a result of numerous agents refusing to pay night club and vaude performers, it was announced in the offices of Nathan Straus, Jr., that the NIRA would take drastic action. Cases of this type are urged to be reported to 45 Broadway.

Gertrude Vanderbilt has opened ladies apparel shop.

Harold Arlen's younger brother, Jerry, will write the score for the new Cotton Club revue.

Ina Chaire holds English actors' inability to catch on to the subtleties in Holman's "Biography" was the cause for the flop of the play.

NIRA drive for white collar men will be started. Actors and authors will be among them.

Girls in Washington thought so much of the shorts for golf that they started a petition to wear them to work, but Government officials just couldn't see the idea.

Dame Sybil Thorndike, famous English actress, will make her first appearance in this country in 24 years in "The Distaff Side," by John Van Druten.

Irone Rich will appear in Daniel Steele's farce comedy at the Castle theatre, Long Beach, L. I., Aug. 27.

Paul Green's "Potters' Field" has been retitled "Hot, Sweet Charity."

Mabel Hajas, light opera prima donna, will make her legit debut at Guilford, Conn., in a new comedy, "The More Merrier."

A true "Miss Marker" is Norma Jean Taylor, 2, daughter of a Mrs. McNabney, known on the stage as Bea Baxter. Edna girl, being girl.

By Mrs. Clara Gross, who claims the mother owes her a large board bill.

Typhoid epidemic which hit the Ringling-Barnum show several weeks ago took its third life; Robert Webster, property man, the victim.

Alton officials barred the Dillingham family's public appearance; ruled it glorified criminals and has bad moral effect on youth.

Willette Kershaw will make her first American appearance in 11 years this fall. Has been in London and Paris.

New York experienced its coldest Aug. 6; mercury 58.

Irving Berlin has accepted the co-chairmanship for the mammoth entertainment to be held in the Yankee Stadium for the aid of victims of the Hitler regime. Committee includes Cantor, Johnson, Max Gordon, Sigismund Romberg and others.

Carol N. Saxe has been appointed manager-producer of the Manchester Repertory Theatre in England. Marks first time an American has ever held such a position.

Moh seeking to crash Lewisham Stadium which was filled to overflowing nearly started a riot. Michael Fokine's ballet group the attraction. Police arrived in time to prevent anything worse than a few torn dresses and crushed corsets.

Most of the shows which were to open this week set back a week. Life Begins at 8:40 remains in Boston another stanza for polishing; "Keep Moving" will move to Jackson Heights instead of opening direct in New York; Laurence Schwab has decided to tinker with "Hilde and Seck" before he brings it to Broadway, possibly releasing a great deal of it. Along with all these shows which are expected to open the week of the 20th, "Dodsworth" will reopen during that week.

Ruth Johnson (Mrs. Groucho Marx) will appear with him in

New York Theatres

RKO THEATRES

86" ST. Wed to Fri. 10 to 12

10" ST. Sat. 10 to 12

81" ST. Sun. 10 to 12

On Broadway

"Manhattan Love Song" and "His Greatest Gambler"

"His Greatest Gambler" and "Stolen Sweetie"

Cool Second Week!

JEAN HARLOW, "The Girl from Missouri"—Stage—HOB

HOPE—MILLS BAND

Extra! The First ROOSEVELTS

LOEWS (WYANDOM) 25" ST. 10 to 12

DAVID L. RAY

"Here Comes the Navy"

On the Stage—Herman Timmering & Herman Timmering

Extra—The Funny Bone—Gibbs

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

"Twentieth Century" at the Skowhegan (Me.) Playhouse. Mrs. Marx was formerly a musical comedy actress.

Due to the sudden and serious illness of his mother, Oscar Shaw has withdrawn from the cast of "Julius," which is now playing the Memorial theatre, Woodmore, L. I. Lenore Ulric heads the cast. Charles Trowbridge, last seen in "Dinner at Eight," will replace Shaw.

Sophie Tucker, now in England, said she planned to sail Aug. 16.

Shepard Traube, theatrical producer, has written a novel, "Glorious Road," which will be published by Macaulay.

Shewell and Ayer, producers of "Hawshaw the Detective," are planning to do several plays in the fall.

Josephine Victor will make her first stage appearance in a decade for Elmer Rice in his "Judgment Day," which is scheduled to open at the Belasco Sept. 12.

Legitimate Theatre Code Authority meeting has been called for next Wednesday (15) to ratify latest code revisions.

City has decided to replace the old wooden newsstands with an all-metal type. City thinks new stands are more chic.

Elmer Rice has engaged Aline Bernstein to do the sets for his "Judgment Day."

Laurence Schwab's "Hilde and Seck" will premiere Aug. 29 at the Mansfield.

Sims and Bailey being featured at the St. Moritz roof.

May Irwin had to give up her charity stage return at Clayton, N. Y., because of her health.

New dollar bill is now being issued. Change in design is slight, but a new type of paper is used.

Pennsylvania leads all other states in revenue received from liquor. New York second.

Mexican mail divorcees are now taboo. To obtain a decree, six months bona fide residence in Mexico will be necessary.

Naomi Ryan and Eddie Harriman will tour a European tour starting at the Palladium, London, this month.

Sponsors of the Castle theatre, Long Beach, will produce a revival of "The Mikado."

Glen Island Casino is having its troubles with table silver snitchers. Jack Blue's musical, "Champagne Cocktail," is definitely set for November.

Theodore Dreiser asked permission to interview Robert Edwards, who is accused of having reneaded an American. "Tragedy." The authorities refused the request.

Lila Lee will be in the Selwyn-Franklin "Lady Jane."

W. G. Van Schmus, managing director of Radio City Music Hall, has returned from Europe.

Mark Linder has completed a new play, "Helen Dean."

Margot Grahame, English pix actress, is in N. Y. to do a play.

Bill, screen dog, whose picture was the trade mark for the old Universal Pictures Co., is dead.

Richard Herndon will produce his first play in three years. It will be a new drama by Joseph Anthony, "A Ship Comes In."

English Ministry of Labor refused to grant Duke Ellington's band a permit to play at the Plaza, London pix house, in September. Refusal was in retaliation to the American Musicians' Federation's efforts to keep English hands out of this country.

Irving Berlin and Moss Hart have returned from a 19-day cruise. Their only stop was for nine hours in Naples.

Grandstand holding about 600 people for the Grand International Circus, Long Beach, L. I., collapsed, injuring 13. Guy ropes of the tents eased the major part of the stand to the ground.

S. S. Royale, floating night club on the Hudson, N. Y., has been permitted to stay another week in order to sell remainder of liquor. Club was originally slated to close since its liquor license was revoked.

A. H. Woods, somewhat disgruntled over Richard Bennett's remaining in England to make pictures, Woods had announced two weeks ago that Bennett would be in his "Red Cat."

RKO Prospect theatre was closed for two days by order of Mayor La Guardia. In response to a complaint by the Society for the Prevention of Cruelty to Children the Mayor prohibited the theatre for using children from three to six years old in a Shirley Temple contest.

New York papers carried the odd of Dolores, former Ziegfeld show

girl. But it was Norine Lattimore, London dancer, also known as Dolores over there.

Former members of Maurice Schwartz's Yiddish Art Theatre have organized a new group known, The New York Art Theatre.

Stewart C. Whitman will create the lighting effects for "Keep Moving."

Rehearsals under way for "Minnehaha," a musical by Peter J. Engels.

Queenie Marlo, of the Met Opera, has written a mystery novel called "Murder in the Opera House." She decided to murder the tenor.

York and King got legit this season in a new play, "Frenchie."

Louis Weltzenkorn's new play, announced as "Two Dogs and a Bone," is really "Two Bones and a Dog."

Jack Livingston's "That Certain Business" opens Aug. 27 at the Ethel Barrymore theatre.

Racketeers have been disguising themselves as restaurant union men and asking extorted proprietors for protection money. Extortionists asking \$3,500 from small restaurants and \$10,000 from chains.

Mayor La Guardia denied a report that Coney Island would have its face lifted. The Mayor holds that people love Coney as is.

Sands Point Bath Club will dedicate a bronze tablet in the washroom at the spot where Huey Long was soaked.

Max Reinhardt plans a Jewish morality play for New York in February.

Lily Pons' jewels and wardrobe were taken from her by Argentine police who claim she owes the government over \$4,000 in taxes for the use of the Colon theatre in 1933 as well as for recent engagements.

Carlos C. Guardal, Argentine film actor; the cause of a near riot at a new Harlem Spanish theatre. House seats 1,700 but 3,000 tried to enter. Outside of building, cop through a plate glass window nothing serious happened.

Paul Block, in Italy, granted an audience with the Pope.

So tough in the aquarium the fish in the aquarium are dying of the heat.

Edward Hemmer, suing Mary Pickford on the allegation he has money due for past services, added the statement that he had patched up a quarrel between the late Jack Pickford and Marilyn Miller, to whom Pickford had then married. Miss Pickford vigorously denies the statement.

British Broadcasting Co. puts a ban on all jokes about royalty. Result of a wild joke in a broadcast which was followed by protesting letters.

Mischka Elman barred from a concert in Buenos Aires last week. Puts the blame at the door of the German Minister.

Theatre Guild reported to be seeking George Garbur for the new "Nellie" play. Life of Bessie Bowen.

Dave Schuler is going to switch from m.c. to mgr. Will start with "Brittle Heaven," which had a try-out at Skowhegan theatre.

License Commissioner Moss bans the Dillingham family from N. Y. appearances. Irving Schneider, atty. for Samuel J. Burger, protests the decision.

Ernst Hoffman has returned from Germany, where he was asst. director of the Breslau opera.

Phillip Goodman, producer who turned dramatist, has just completed his third, "Jill and Mr. Jack." His others, "Dance, My Heart" and "Birth of a Hero," are in Lawrence Langner's safe. Latter will get a Westport trial and possibly come to town.

Potter's Field puts on a new title and as "Roll Sweet Charlie" may come to N. Y. Life of Margaret Hewes with Leblang backing.

Ester Greenstein, with a side-show at Coney, in a Brooklyn court asserting that a tradeswoman had short-changed her. Accompanied by two girls and all in shorts. Court closed 'em out to get some skirts.

N. Y. Mirror tied in to a promotion for "Treasure Island" (film) coming to the Capitol. Pays out \$100 a day for five days.

"The Bride of Torsnio," tried out in Westport, will open on Broadway Sept. 8.

A magistrate recently ruled that giving a cop the raspberry was okay by law.

Clifton Webb has returned to the job of "Thousands Cheer" after a vacation.

Cent DeMille will dedicate the fifth of New York's portable theatres, Monday.

Four public golf courses in Westchester have decided to let the girls wear shorts, but if it distracts the men and slows up play a ban will be effective.

Alcoholic death rate for N. Y. state is the lowest in 12 years.

Coast

Don Brown, 18, son of Joe E. Brown, has sailed aboard the President Coolidge. Working his way.

Elissa Landi Corp. has been organized by the actress to handle all her business affairs. Directors are Miss Landi, her mother, Zanadri Landi, and her secretary, Mildred McClure.

Sir Frederick Travers O'Connor, en route from London to Orient, stopped off in New York.

Edwin Carewe on witness stand in L. A. to aid his mother-in-law, Carrie A. Akin, in her \$50,000 damage suit resulting from an auto collision in which she was injured.

Ruth Helms Nagel secured a Mexican divorce from Conrad Nagel on incompatibility grounds.

Elvira Boyle (Elvira Tanzi), actress, divorced Charles Boyle in Los Angeles.

Arthur Guy Empey, "Over the Top" author, has filed suit in L. A. against Marguerite Empey charging she called him "old, fat and lazy."

Robert Joyce, "Tasker," screen writer, has been sued for divorce by Lucille Morrison Tasker, actress, who accuses him of nagging.

Mr. Helen McEuer Morosco filed suit for divorce in L. A. from Oliver Morosco. She charges desertion a year ago. Four years after their marriage. Court plea revealed property settlement has been affected.

Two unmasked gunmen at Bakersfield, Cal., robbed a house manager, H. A. Myers, of \$50.

Mrs. Charmin London, widow of Jack London, was thrown from a horse at her home in Santa Rosa, Cal. Five ribs fractured and a lung was injured.

Mrs. W. B. Bonolis, newspaper writer under name of Winifred Black, died in auto crash at Santa Clara, Cal.

Lou Duro, Coast boxing promoter, has sued Art Laskey, heavyweight fighter, and his brother, Maurice Laskey, for \$50,000 for breach of contract. Suit is an effort to force Laskey to fight Lee Ramage.

Coast fighter, and block the proposed Laskey-Savage home fight due at Madison Square Garden, N. Y., Sept. 27.

William Wellman and others have been sued in L. A. court by Mary Miner Bitgood picture player, and her husband, Richard, for \$100,000, alleging that a practical joke in a studio cost the life of her unborn child. Mrs. Bitgood says joke on which she was told to sit was charged with electricity. Wife said she was a stand-in for Irene Dunne.

World's Fair "farm week" looked for top attendance.

Harold Lloyd, passing through Chicago en route to New York said he was undecided what to do about English picture offer.

Fewer taverns in Chicago are seeking licenses for the last six months of the first six. Comparison is 6,995 now as against 7,450.

William S. Hart appeals to L. A. County Board of Supervisors for financial aid to A. Society for Prevention of Cruelty to Animals.

Lew Cody's Trancas Beach home, bought by him from Pauline Frederick, was sold at auction for \$1,700, to Robert Murrell, L. A. broker.

Court authorizes guardians of Jackie Cooper to set \$2,985 on his coming trip to Hawaii.

Wife of Adrian Morris, Paramount film actor, severely bitten by dog when she defended her pet canine from attacking animal.

Gloria Swanson has settled suit of Marjorie Cleary, who obtained \$37,500 judgment against her. Counsel refused to disclose amount of settlement.

Will of Alec B. Francis admitted to probate, \$12,000 estate going to his widow, Lucy S. Francis.

Lila Ulric, stage and screen actress, suing for divorce, awarded custody of two children.

Geraine Greer, film actress, suffering fractured arm by fall in her Hollywood home.

Reported that George Raft has bought half interest in management of Maxie Rosenbloom, light heavyweight boxer.

Silviny Fox has been sued in L. A. court for \$67.75 by Louise Bates for flowers assortedly furnished actress.

Irene Buller, Hungarian prima donna, arriving at Hollywood was

met by Ashton Stanley, Hollywood Roosevelt hotel manager, and together they announced engagement to wed.

Here and There

(Continued from page 36)

vacation at his summer home at Madison, Conn. Franklin Doolittle, president, taking a trip aboard his yacht. Walter Hanes, studio manager, spending two weeks on Block Island, and Sterling Couch taking motor trips between broadcasts.

Tom Paradine and Charles Pearson are new announcers at WTIC, Hartford. Paradine was formerly with WLWL and Pearson was a member of the Phillips' Lord quartet.

Stanton Dixon pinch-hits on the announcing staff of WTIC, Richmond, while regular announcers rotate on vacations.

Walter Bishop, studio director, WRVA, Richmond, handles "WRVA Forum" while Editor Irvin Abelloff holidays.

WHAM, Rochester, is installing spray-pup microphones on a submarine chaser to report the Canadian cup yacht races Aug. 20.

Walter Patterson, organist and carillonist, substituted for Tom Grierson for two weeks on the RKO Palace program over WHAM, Rochester.

Frank W. Kelly, p.a. for WHAM, Rochester, a recent parent.

L. B. Wilson is back to WKCY, Cincinnati, after a deep-August jaunt into Florida for house-buying purposes.

Basil Rysdael spins some amusing yarns about British broadcastings following his recent trip to London.

Father Coughlin starts Oct. 28, two weeks later than originally slated over WOIT, Newark.

50 YEARS AGO

(From Clipper)

(Continued from page 43)

reset a scene for "Richelieu." Apparently Barrett knew little or nothing about stage decor.

Oliver Dodd Hyron laid a wreath on the Longfellow tablet in Westminster Abbey. Card read "From an admirer, Oliver Dodd Hyron, actor." Louis Harrison, coming later, added: "Opens Utica, N. Y., Oct. 6." It made all the London papers.

When the Barnum show had that blowdown at Cortland, N. Y., one of the clowns was in the dressing tent in a huge inflated rubber suit. Wind blew him 300 feet before his partner could deflate him.

Clem on O'Brien's circus at Portsmouth, N. H., Aug. 2. Roundabouts ordered the crowd off the lot after the show, enforcing the command with ten stakes. Then the shooting started. Police finished the job.

William Kendall, leading English player, was doing "The Ironmaster" in the duel scene. He was struck in the throat by the wad from his opponent's pistol, but saved from injury by his whiskers.

Slump in wild animal sales. Tigers marked down from \$1,000 to \$100 and lions were cheaper than that.

Clipper pointed out that churches made into theatres seldom thrived. Cited a dozen instances among of the Third Avenue's troubles, though that stand had been completely rebuilt.

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INSTITUTION & INTERNATIONALS

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

Broadway

Mae Miller down with tonsillitis.
Maurice Baker in town last week.
Harry Munnis, chi bartender, in town.
Harry Kalchauer to Bermuda for a vacation and some checks.
Ida Wolf is snubbing at Par as secretary to Louis Notarius.
Martin Wagner undergoing some extensive dental excavations.
Alice Reinhardt back from Hollywood after some pie tests there.
Saul Stein, formerly with Paramount, planning for Weiss & Grossman.
That's in. c. Henry Fink's hit girl, Alice Dawn, at the Music Hall this week.
W. G. Van Schuylen, Music Hall boss, is back from his London jaunt.
Richard Arlen is having a 64-foot sailing schooner built at Newport Beach.
Jack Robbins into the Tonsil hospital to have his adenoids etc., amputated.
A nickel ice cream cone splits the billing under the name of the Cameo theatre.
While in Algeria on his trip abroad, Irving Berlin says he deluded up as an Arab.
That well-dressed man, Sam Donahoe, is trying out some 'wanky new' long-legged shirts.
Lew Irwin casting the showgirls on the New York end for Universal's 'The Great Zerkow'.
Morris Kinnear, Rocky theatre advance, celebrated his fifth wedding anniversary Saturday (11).
Cheese Club, which remained in the fall, may settle down at the Motion Picture Club.
Sherman Billingsley combining three buildings at 53d off Park Ave. for his new 'enlarged' Steak Club.
The Jack Melchiorre and company, planning to vacation up at Lake George, leaving the end of this week.
Fred B. DeMille got into New York finally after being forced down on the first leg of his flight from Denver.
J. Wilson Roy, retired film-dramatic editor, is writing a book on the experiences of a Scotoman in America.
Lennis Shumacher, Loew's State's stage manager, celebrating his 5th anniversary as the marshall of the State bridge portals.
Phil Regan, the singing cop who's under contract to Warner Bros., is living at home in Brooklyn on his vacation east.
Three former RKO orchestra conductors are members of state-operated dance orchestra playing nightly at Donkey Kong in the Casino.
Lombardo, Inc. (why not Ltd. and cash in on a good trade name?) is Mrs. Carmen Lombardo's new couture atelier on 5th Ave.
Gus Eysenck is planning to dare the Midwest heat by going out to the old home town, Kansas City, for his vacation. Probably leaving this week.
Nancy West discharged from Coney Island hospital, recovered from injuries sustained in a taxi accident. She was sinking at The Barge, Sheepshead Bay, at the time the 'Cops' backing in the waters again on the landmark ships. Had to make two trips to take care of the boys in a 46th street place had with a few had to stand any way.
Colored quartet of street urinals from a Harlem orphanage making the Times Square rounds for throw-money, nuptialistic crowd, waving off its song routine with 'I Ain't Got Nobody'.
Arthur Montgomery, formerly mayor of New Bedford, N. J., has taken over management of M. J.'s restaurant, Arcadia, with a Bobby Sanford floor show and Eddie Feglon orchestra.
F. (Two, Coats) Sigmund, assistant director, doing the regular job in the William Morris office. He reached out for a lunch last week and picked up Johnny Hyde by mistake.
Marion Wilkins and Jack Meyers, new dance team, and Mildred Monahan, new songstress with Joe Reichman at the Hotel New Yorker.
Mishel Turner, now charming with string music at same spot for mints.
Carp doctors and medicine men used to do it on a horse back or from the lack of a truck but in these transparent encased motor cars of neat design does its stuff in the Square where it peters regularly.
Walter Eberhardt of EKL was dining at a chafe resort in Westchester when the sheriff came in. The Eberhardts finished their supper by candlelight and on the only table left in the spacious dining room.
Louis Sobel, Journal's Broadway columnist, broke all the dailies when the penthouse adjoining his duplex apt. in a Greenwich Village building blew, killing one woman and injuring many including the columnist.

Vienna

John Whittaker in town.
Armand Tokatyan concerting in Leertschach.
Actor Alfred Abel going into management in Berlin.
British Movietone News in pursuit of political trouble shots.
George Will presenting 'Lil Dagwood' in 'I'm Marrying My Wife'.
And Film 'Yellow Narcissus' retitled 'Every Woman Has a Secret'.
Anny Andassy, sister of Maria Oleszewska, signed with Volkseoper.
Max Reinhardt interested in 'Edwige' Bourdet's recent play 'Bad Times'.
Salzburg Fest opening delayed for one day to mourn assassination of Dr. Dollfus.
After dancing and straight playing here Felix Bressart will go to London Nov. 15.
Paul Morgan signed as m.c. for newly opened opera theatre in Zurich, Switzerland.
Pearl of 'Liebes' operetta being banned as Ministry of War persists in banning stage use of old Imperial uniforms.
Robert Neumann and Fritz Kortner collaborating on Abdul Hamid scenario in which the latter will star for B.I.P. in London.
Oxford University dramatic Society and other minute cancellation of Salzburg visit owing to political situation in Austria.

Budapest

By E. P. Jacobi

Hannah Honthy back home recovering all her strength.
Robertson hard on imports again. Latest bans were on 'Supernatural' (Par), 'Tears of a Clown' (Fox) and 'The Great Zerkow' (E.I.P.).
Clara Alpari's first appearance after advent of her baby will be in 'Dukarow' at the Fovaras Operette theatre in the fall, the run of which was interrupted by her illness last year.
Siri Fedak, not far enough recovered yet from her eye trouble to return to the stage, has shifted to political activities. She's president of National Unity party in her suburb.
Imre Kalman has put aside all other labors to work on the score of a musical version of Jacques Deval's 'Tovarich', book of which is being adapted by Schanzer and Weiss.
Baroness Elvira Vescey, prima ballerina at the Budapest Opera house, to marry Baron Ruday, Hungary's Minister to Bulgaria. Baroness divorced first wife married an Archduke.
Negotiations are pending for sound film version of 'Sylvia', Hungarian musical which was a Broadway hit in 1916, with Julia Sanderson and Donald Bryant. Svetislav Petrovich will probably play male lead in Hungarian and German version.

Mexico City

By D. L. Grahame

Ichi Sausi, Japanese soprano, smash in 'Madame Butterfly' at the Teatro Arbu.
Farmers' union protesting against 'Tor de Tierra de Hidalgo' (For Hidalgo Land), Spanish play now current at the Teatro Burguesas, contending it 'shuts Mexico's agrarian policy'.
A Mexican ballet is being organized here by Michio Ito, Japanese classical dancer who recently presented a dance series at the Teatro Hidalgo. Has a tour of the U.S. and Europe with his unit.

The Hague

By M. W. E. Leal

Hague getting a new cinema, the Capitol.
Dutch actor Johan Meesters engaged by Volkseoper in Vienna.
Off season, but a small company at Hague is reviving 'The Tossy'.
Seasoning a seaside season on one of the worst experienced in last decade.
Pickpockets very active lately in Holland in cinemas and railway stations.
Leo Pold, Dutch artist, engaged by Jack Hytton for his band. Will take part in forthcoming Hytton film.
Friedl Dotz, former star of Fritz Hirsch operetta, married at Hague this week to Mr. van Baaren, musician.
Dutch play, 'Lambert' based on novel by Mrs. Sackey Lulofs, reached 50th performance at Amsterdam.
Otto Wallburg, former Uta star, paying visit to Hague and acting in short comedy at Rembrandt Cinema between films.
Dutch talker, Teun Water, with

background the reformed Zaydew, ready for world premiere at Venice next month.
Sophie Tucker, who is here on her first visit to Holland, says she is nervous. She is to States Aug. 16 after a tour in England.
Last year seaside resorts profited by Straperio roulette games which drew thousands to those places.
This year Straperio is taboo, but new swimming pools are being built everywhere in the country, which withholds business from seaside.

London

Phyllis Edells, dancer under the knife.
Frank Ditcham taking a vacation cruise.
Dave Appell fighting shy of press men from now on.
Gilbert Miller back from Vienna and off to Monte Carlo.
William Collier, Jr., around visiting all the night spots.
Edwige Bourdet off to Switzerland for six weeks' vacation.
Ben Weiden and Gus McNaughton framing a vaudeville act.
Edwige Bourdet off to Switzerland for six weeks' vacation.
Allen Keith signed with Windmill theatre for three weeks with options.
Edwige Bourdet off to Switzerland for six weeks' vacation.
Mary Lawson, film and stage actress, to marry F. J. Perry, tennis champion.
Universal dickering with Owen Nares to play opposite Claudette Colbert.
Leslie Fuller, former B.I.P. star, signed for five years by Gaumont-British.
Charles Cochran interested in 'Nerve' and 'Knox' for West-End music.
Robert Flaherty delaying departure to Australia owing to minor operation.
Michael Balcan hiding from the press at the Gaumont-British press gathering.
The Black Cat (U) finally got by the English censor, but under a new name.
June Clyde taking a glimpse at herself in 'I Hate Women' at Leicester Square.
Clara Alpari's first appearance after advent of her baby will be in 'Dukarow' at the Fovaras Operette theatre in the fall, the run of which was interrupted by her illness last year.
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Paris

By Bob Stern

Clark Minor to London.
Jeff Dickson back in town.
Bob Ripley due here from Rome.
Harold Smith back from Normandy.
Jim Donahue on quick trip to New York.
Marie Dressler getting big bits in French Press.
Gil Roland to take stock company to Canada in fall.
Arabelle, hooper, signed up with Casino de Paris.
Sam Wood, M-G-M director, here looking for ideas.
Jo Bouillon to have Casino band again next season.
Gravely, Barker and wife at Biarritz for summer.
Harry Leasim III since his return from Vienna. Overwork.
Annette Kellermann and Jimmy Sullivan vacationing here.
Lore St. Martin to reopen Sept. 8 with revival of 'Ter Gyn'.
Detailed plans for 1937 exposition announced by Government.
Mouset, dancer, signed for next season's Casino de Paris show.
Lost variety-type show dark, with closing of Alcazar for summer.
Alcazar putting sound into his silent 'Nocturne' for new release.
Lille radio station broadcasting outdoor performances of Rostand plays.
Myrtle Bol Gallagher dickering for French production of her operetta 'Bambina'.
Passion play at Nancy, with 600 in cast, giving Oberammergau a run for its money.
Air France aviation transport firm, showing films of flight from Paris to Algiers.
Cecile Sorel and Hoffman girls going on audition with Casino show after Paris closing.
Pauline Rushing season by showing dubbed version of 'Bohemia' at Paramount theatre.
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Paul

CATER

(Continued from page 53)

brass on publicity for Civic Playhouse and Yarosz-Dundee fight. Bob Newark, Penn treasurer, and Max Somerville of Post-Gazette doing some fishing on Lake Erie. Earl Lipsey, former columnist for Jewish Criterion here, in New York writing under name of Earl Morris. Christy Wilbert on Mt. Morris in Denver under Earl Bell. Both were formerly with Warners here. Judith Anderson flew to Chicago to see her dentist in the morning and planned right back in the afternoon.

Bobo Rosenblatt and Monty Ash's "First They Winked" getting at other little theatre tryouts shortly in Washington. Skinny Dawson, publicity father of one of those huge stuffed whales around here, has resigned to join Hagenbeck-Wallace.

Chester Smith, Paul Ramsey and Con McFadden a few of the local newspaper editors who are routing it in the Canadian north woods.

Kap Monahan, d.c. Press, with the Mrs. and Florence Fisher Party, columnist for same sheet, doing Atlantic City and New York. Jill Stern, daughter of J. David Stern, publisher, off to join Maude Adams troupe in Maine after doing some summer theatrical work here.

Minneapolis

By Les Rees

Trilbue giving readers more and more film dope. Harry Hirsch installing new seats at his Gayety, but business is doing Jimmy London here and may sign for appearances at State Fair. Charles Spevak of Ben Pollack's band up from Texas for visit. Police drives cynics out of town and clamp down lid on fortune telling.

Gene Meredith, Warner Bros. cashier, in New York on his vacation. Harold Kaplan, Century manager, back from vacation in northern Minnesota.

Walt McKean, assistant MG booker, vacationing in northern Minnesota woods.

Teamsters' strike and martial law delaying completion and opening of Art Johnson's theatre in loop. Police drives cynics out of town and clamp down lid on fortune telling.

Manager Emil Franke of Orpheum among those that journeyed to Rochester, Minn., to head President Roosevelt.

Frank Reinhardt, Universal salesman, back on job again after recovering from injuries sustained in automobile accident.

Cast for W. A. Steffes' "Drunkard" production at West hotel Moorish room locally recruited, and \$1.65 tariff includes sandwiches, beer and coffee.

Out-of-town exhibitors visiting Film Row included N. E. Grens, Lake City, Minn.; R. M. Brown, Owatonna, Minn.; Guy V. Dilley, Northfield, Minn.; A. M. Uhr, Preston, Minn.; S. J. Blackmore, Duluth, Minn.; H. E. Parsons, Springfield, Minn.; and F. L. Parsons, Lake Crystal, Minn.

Omaha

By John Quinn

Second heat wave of summer in force.

Bill Singer says it was the heat that drove him in to Chi for a short trip.

Reclina Molineux laying plans for the Omaha Film Board's annual outing and picnic.

Managers Miskel and Abelson on their own while District Manager Evert Cummings and Mrs. Cummings vacation at Grand Lake.

Cops reduced the number of the town's beer joints to under 1,000 when they raided and closed eight at one swoop.

Frank Wetzel pulled out and left his interest in the Omaha Western League ball club to partner, Mrs. Brancorini of St. Louis.

Town perked up for the annual air races. Sponsored by J. C. and C. and getting heavy display in dollars and force noted by work of pub director Archie Bailey.

New Haven

By Harold M. Bone

Low legal taking time out for a cruise. Andy Prostanio is about one inch taller than a yardstick.

Worthy Hills band breaks out as stage act at the College.

Walter Kessler vacations among the Westport millionaires.

Eddie Weaver and Sam Yaffe put on a twin-play act at Par.

Gene Reiney did a "way down East" for his hit.

Matt Jizja has donned greaser.

paint for two weeks with N. Y. Guilford Players.

Prof. James Atlas, ex-circus strong man, died here Aug. 8. Ben Parker becoming a regular Don Wayburn at staging revues.

"Theatre bringing Adrienne, the psychic, into the College for a week (23).

About 200 film exchangers went around a sports routine at shore outing.

Harry Shaw and Erie Wright start training for a nautical holiday in fall.

Joe Farrell and Tom Clark have resented stars on sleeping in front of Dols.

Burial services here (9) for Alton Holt, prez. American Conservatory of Music.

Shubert breaks new season ice with announcement of Sept. 6 "Lady Jane" tryout.

San Francisco

By Harold Book

Father of Cameron Prud'homme died.

Helen Gahagan's mother is here with her.

Sol Rosenblatt paused here momentarily.

Jack Winston's ork and Three Girl Friends open at Sweet's ballroom, Oakland.

Jim McFadden battling for Oscar Fernbach while taking vacations from the Examiner.

American Legion convention bringing lots of celebrators but little theatre biz to town.

Coquettes—Marj Primley, Inelda Montagne and Annette Hastings on a vacation from their raddio job.

Fred Johnson and the mislous off to Chi, leaving Jim Chesnut handling the Chi-Bulletin theatre desk.

Herb Taylor, Bob Kilmic and Clarence Hayes leave Tube Wolf's band to join Bob Beale at the Fairmont.

Carroll Vye of L. A. Times, and Charlie Vanada up for a few days as house guests of the Ed Fitzgeralds.

Dona, start-gazer, making personal for the Chronicle, which also is running a debunking series, including one on star-gazing.

Jim Dorian to L. A., where he'll handle radio dept. of Ruthrauff-Ryan and Roy Alden, Jack Cahill succeeding as R-R mgr. up here.

Toronto

Milo (UA) Wilkes on an olive oil diet.

Percy Faith organizing a new band.

Ernie Guyer new manager at Capitol.

Tom (Uptown) Daley trying to fish at Muskoka.

Sally Kay now warbling at a Montreal nite spot.

John Loder, p.a. for St. Petersburg, Fla., in town.

The dashing Freddie Treblecock back to the Imperial.

Marion Rockwell will be the new warbler with Tex Battle's band.

It's an eight-pound boy at the Charlie (Star News Service) Stenda.

Syd Taub, Canadian rep for Educational Films, back from that holiday.

Kathleen Stokes, who has assembled a 17-piece girls' band, is looking for a bass horn player.

Reuben Gerng in town to clinch that midway concession at the Canadian National Exhibition.

Government's economy axe falls on the neck of Major J. C. Boylen, chairman of the council board.

Jack (Canadian Press) Hambleton leaves news-chasing to become government director of publicity for Ontario.

That Burlington Beach appearance of Ozzie Nelson and his band was a repayment to George Stroud for past favors.

Stroudsburg, Pa.

Apollo Male Chorus concorted here.

Beverly Bros. Circus at Mt. Pocono.

Three X Sisters one-nighted at Dorney Park.

Penn-Stroud's Cafe de la Paix not catching on.

"Belle of Barcelona" staged by the Latherland Players in the Casino.

Paul Green's "Abraham's Bosom" featured by the Pine Grove Players at Forest Park.

Billy Jones and his California Ramblers, with Billy Schrader featured at Club Sterling.

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ANNUAL 6-DAY CHI FAIR

R B-B&B JINX HEAT, DROUGHT

Springfield, Ill., Aug. 13. Ringling Brothers-Barnum & Bailey's circus was jinxed here Friday. They showed on a day following the highest heat wave ever recorded by the weather bureau since its inception. When they unloaded a fine giraffe, a recent importation, was found dead in the railroad car. Said to be worth at least \$10,000. Only two left out of the herd of four, another animal having succumbed to the heat at Columbus, Ohio, recently.

Afternoon performance drew only half a house on account of the intense heat. It was 104 degrees under the capvases. The night show drew two-thirds capacity, but with the show half over a storm came up and the audience fled. A near panic was averted by loud speaker announcements and action of circus employees and local police.

To add to the show's troubles, two employees were taken to a local hospital for detention as typhoid fever patients. This, following upon a typhoid epidemic with the circus in Detroit, was an additional blow. Dr. Frank Jirka, director of the state board of health, ruled that the concessions could only sell bottled drinks such as soda pop and other merchandise in containers, with no bulk sales allowed.

It was said that the last week or so has been one of the most trying periods ever experienced by the show as the route has led directly through the mid-west drought area.

Evening storm, however, brought the temperature down from 94 at 7 p.m. to 72, inside of thirty minutes.

K. C. Resort Burned

KANSAS CITY, Aug. 13. Dancing pavilion, swimming pool and bath houses at Electric Park were destroyed by fire early Friday morning. Damage estimated at \$40,000. Newly-opened Kuzine night club and gardens were not damaged.

R-W HI-SPOTS OHIO

AKRON, O., Aug. 13. Hagenbeck-Wallace circus which has been in the East since opening last spring, will not play Akron and several other Ohio stands penciled in several weeks ago, but instead will swing across northern Ohio, playing but three Ohio stands. From Erie the show moves into Cleveland Aug. 15-16, Sandusky, 17, and Toledo 18. Detroit, Sunday and Monday will be played following Toledo, less than three weeks behind the Ringling-Barnum circus. Route remainder of the season is uncertain, although show is expected to remain in the mid-west since the big one is headed for the Coast. A. G. Barnes, other R-W unit, after several weeks in Canada, is in Michigan this week and is slated to come East as far as Indiana and possibly a few stands in Ohio before turning South.

HAMID BOOKS ACTS

Charlotte, N. C., Aug. 13. George Hamid, of New York City, who is handling the Central Carolinas Fair at Greensboro this year has announced the booking of Ward Beane's Congress of Daredavils, Ralph Hankinson's professional automobile races (sanctioned by the American Automobile Association), and Ervil Powers' Revue.

BLACK FOR CHARITY

Oscoda, Ia., Aug. 13. With \$1,000 in prize money up and the financial success of the annual rodeo assured, there won't be a dime in profits for the event sponsored by the Business Men's Association. Profits go to the relief fund.

Fanned Out

Baltimore, Aug. 13. George L. Radcliffe, candidate for the U. S. Senate, made an appearance at the annual Anne Arundel county fair at Glenburnie, Md., last week on a night officially entitled "Radcliffe Night." He mounted a flag-draped platform and began his message of greeting to the natives. Suddenly the large throng grouped around him listening began to melt, and continued to melt till but a scant few remained.

Seemed that the Barker for the "Streets of Paris" girly show, which contained a highly publicized fan dancer, had commenced his sales spiel on the other side of the fair grounds.

LITTLE CENTURY 1935 DREAM FOR KANSAS C.

KANSAS CITY, Aug. 13. Gabe Kaufman, manager of the newly opened Klub Kazino, in Electric Park, announces that he will open a "Little World's Fair" on the Park grounds starting May 1st, 1935.

He states that he has secured contracts with a number of the exhibits now at the Century of Progress and expects to secure additional ones in a short time.

Among those already contracted for, he says, are the Belgian, Italian, and German villages, and the Streets of Paris, together with several smaller concessions.

Kaufman, and his partner, Fred Spear a few days ago secured a lot of front page publicity for the park by applying to the director of police for permission to devote a nook of the park's grounds to a nudist retreat, to be known as the Kansas City Nudist Club.

After a couple of days the police turned thumbs down to the request, which brought more newspaper space.

Both dreams—

JALLOPY MARATHON

Ancient Cars in Endurance Contest Aid Aviators

Lancaster, Pa., Aug. 13. The customers weren't riding at the local airport so the boys promoted a jallopy marathon to bust the temporary depression.

Dozen old cars, all valued at \$25 or less were entered. Object was to keep them going as long as possible with the regular drivers at the wheel 23 hours out of 24.

Gag was to follow the riders around the circuit in one of the field's planes at three fish a ride. Concessions also busy with the 'port taking a cut.

Contest began Saturday and ran 103 hours with a V-8 copping the lone award of \$100.

Jallopies popular here on dozen temporary dirt tracks. Law screws, however, for numerous drivers have been seriously injured in spills this season. Airport boys had orders to hold down on the speed.

Gag still good on a marathon basis and the aviators came through all OK.

WESTERN BOOKINGS

Seattle, Aug. 13. The county fair season is about to get away, with some of the fairs in the N.W. rating state ranking. The Yakima fair is in that class.

Kelley and Roscoe have booked Hollywood Revue, 25 people, for August 23-26 at this fair. K. & R. also report the following fair dates and bookings: Elaine county fair, Chinook, Mont., Sept. 2-3; Burns Combined Animal Shows, Leticia aerial acts and Don La Vola, Cuban wire act; Choteau county fair, at Fort Benton, same attractions, Sept. 8-9; Rue Bros. trio, Vancouver, exhibition, Aug. 29-Sept. 4, at Vancouver, B. C.

COOK COUNTY TO TAKE OVER EXPO

Yearly Chi-Cook County Fair July 15-Sept. 15—Use Century of Progress Plant Except for Islands—New Management by County Commission—Sponsors Plan to Stick

INDUSTRIAL FAIR

Chicago, Aug. 13. Although the folding of this present year's World Fair season is still pretty far off the city officials are already discussing the outlook for the summer of 1935. From all indications around the city hall and the country headquarters it seems assured that the Exposition will not be torn down when the bell rings this autumn, but that it will be reopened next summer on a short 60-day season.

Plan at present is to keep the Fair as the annual Chicago and Cook County Fair, rather than as an international exposition. County officials and leading citizens have for years been hollering that it should have a regular Fair just as the other leading counties through this state and others. The men at the top are now dickering for the continuation of the present plan as the combined Chicago and Cook County Fair. They argue that there is a \$43,000,000 plant right at their doorstep and that it would be a crime not to make use of it.

Are discussing a season running from July 15 to Sept. 15 to catch the bulk of the summer tourists and vacationists. From figures on the past Fair and this season it is discovered that this big lump of attendance falls between these two dates.

Business Exhibit

Angle of the Cook County and Chicago men behind this movement is that the Chi Fair continue as an industrial and commercial primarily. They say that the agricultural counties and states must necessarily have agricultural and live-stock fairs. But that Chicago and Cook County, being 100% commercial, must have an industrial exposition. These men figure that the Chicago Fair, being the only industrial fair in the country, has an excellent chance for business from all the key commercial spots of the midwest.

About three years the Cook County officials raised some money for a Fair on the far north side of the county, which is near Evanston. Fair was pretty much of a bust since it was run along the regular agricultural exposition lines. No one in Cook County is a farmer or a live-stock raiser, so there were no exhibitors or contestants. And what is more there were no customers. From the experience gained on that fiasco the County men are decided that the annual Chi and Cook County Fair must be industrial in make-up.

Concentration

If and when taken over by the Chicago and Cook County commission it will mean that Rubeus, Lenox, Lehn, and the rest of the group no longer will be associated with the Fair in any direct capacity. The Fair will be run as a regular county fair. Exposition grounds themselves will be cut down materially, the entire Northern Island being clipped away and the Fair will be concentrated on the old midway between the Hall of Science and the Travel-and-Transportation building. Several of the Villages will be demolished and in their stead there will be the regular carnival rides, fun and noise spots.

It is believed that the many sponsored exhibitors will want to remain at the Fair, particularly those such as General Motors, Chrysler, Ford, Buick, Studebaker, Firestone, which have poured millions of dollars into

Chi Expo Concessionaires Ask 9 P.M. Curfew for Free Show Competition

STORM DAMAGES CARNY
Four World of Mirth Employees Hurt by High Wind in N. Y.

Herkimer, N. Y., Aug. 13. Four employees of the World of Mirth carnival were injured when a severe thunder and wind storm swept over Herkimer Friday afternoon (10). Damage to the carnival was heavy, with several concessions wrecked.

Those injured are: Mrs. Marjorie Norris, Mrs. Martha Gibson, Lee Foster and Cliff Larsen. The J. J. Sullivan troupe held a narrow escape when their auto-trailer was overturned by the high wind.

Injun Chief Asserts His Swami Is Shy \$8.15

Baltimore, Aug. 13. Mohamed Joffa, self-styled Hindu guru and escape artist, of Baltimore, is being held by the Baltimore County Court at Towson, Md., charged with alleged shortage in his accounts with employer, Chief Sunny Sky, an Indian who has been touring a med show through these parts.

Magician has been serving as a come-on lure for the Indian's pitches, at which a cure-all, "Lightning Alligator Oil," is peddled to the tall timber residents. The sum of shortage in question is \$8.15. Med showman preferred his charges against his employe last Wednesday (8) at a time he was pitched outside the county elink at Towson.

WON'T SELL BIG FAKE

Owners Refuse to Let 'Cardiff Giant' Go to Syracuse

Port Dodge, Ia., Aug. 13. The Cardiff giant is not for sale. That's what a group of local business men, owners, and who have been paying storage rental on the 3,000 pound hoax, have decided.

The decision came as the result of efforts by the Syracuse, N. Y., Chamber of Commerce to negotiate purchase of the carved gypsum block, fabricated in a quarry here, then placed in a Chautauque, N. Y., swamp to be discovered by workers digging a 'well'.

The Cardiff giant has been resurrected from time to time for showing at midwest fairs. P. T. Barnum at one time went as high as \$150,000 to get possession of the reputed stone age man. Thousands paid real dough to view the block until the bubble burst and even after that it was good for money; the gullible wanting to see what so many fell for.

Call Fair Off

Corning, N. Y., Aug. 13. Adams county fair directors, after a look at conditions, have decided against staging the annual fair this year.

Circus Routes

Week of Aug. 13
A. I. Barnes
Aug. 13, Woodstock, 14, Portland, 15, Leaden, 16, Port Huron, 17, Leaden, 18, Jackson.
Hagenbeck-Wallace
Aug. 13, Buffalo, 14, Reno, 15, Cleveland, 16, Sandusky, 17, Toledo, 18, Detroit.
Ringling Bros. B. & F.
Aug. 13, Jefferson City, 14, Kansas City.

really important things and structures. These sponsors, rounded out, have nearly all stated that as long as their buildings are there they will go along with the annual Fair idea.

Angle is to keep this as a mid-west and national exposition to do away with the international aspect. Prefixed estimates figure that the 60-day fair could pay to 5 million people without any difficulty. Gate is to be cut to two-hits, or 12,

Chicago, Aug. 13. Having proven to the Pan that a slight relaxation of the too stringent rules would help everybody concerned, the World's Fair concessionaires are now working on another better-business movement. Concessionaires are banding together to dull the blade of the free show competition. They argue that the free shows spread by the sponsors and by the Fair are too powerful and that they are running so long each afternoon and evening that the visitors never get a chance to drop any coin in a commercial concession.

Sponsors have so arranged their playing time that the visitor to the Fair can go from three in the afternoon to 11 p. m., seeing one free show after another. And at 11 p. m. they're ready to go home and hit the hay.

Concessionaires are squawking that this is unfair competition; that it cannot be expected that admission spots can compete with no-admission shows. They are asking that the Fair concentrate its afternoon shows from three-to-five, and all evening sponsored shows go on from 7-to-9 p. m. Concessionaires figure that two hours every evening is enough for free shows and that, emptying at nine p. m., the villages, rides and restaurants will still be able to get a crack at some customers.

Only One Carney

St. John, N. B., Aug. 13. Only one carnival is to be allowed on Cape Breton Island this year, that being the Lynch Shows, at Sydney, N. S., the permit having been secured by the local post of the Canadian Legion. The campaign against the carnivals is based on the claim that money is taken out of the island at a time of economic stress caused by unemployment in the mines.

Cole-Rice Mud Show Folds for 1934 Season

AKRON, O., Aug. 13. The Cole and Rice circus, a motorized outfit, brought its tour to a close recently at Crooksville, O. Equipment was stored and the acts caught on with other shows. Russell G. Knisely, of Akron, general manager, announced.

Charles Rooney was part owner of the show which was out only a few weeks. Mr. Knisely said that transportation facilities and unsatisfactory business in agricultural sections caused the closing, but added that the show would take the road again next year.

HELD FOR MURDER

Waynesburg, Pa., Aug. 13. Edward Jones, 57, colored, of Lees Vegas, N. M., who until last week was billed as the Hindu man in the sideshow of Lee Bros. circus in Chicago, was detained here for the murder of Omaha Eddings, 57, elephant trainer.

Eddings died as result of injuries suffered July 23, when Jones allegedly struck him over the head with the blade end of a mallet during a fight in the tent.

LETTERS

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Combs R. M. P.	Blute M.
Boyd J. M.	Schwartz's Miss
Boyd J. M.	Boyd Afford

TOO TIRED TO PLAY.....and then he Smoked a CAMEL!



Here's the rapid way to bring back energy when tired!

Within a few minutes after smoking a Camel, when weary and dispirited, you will find your vim and vigor definitely increased. First you notice the full, rich flavor of Camels. Then comes a delightful "lift" in energy.

Idea Not New! Thousands of Camel smokers have long known and enjoyed this wholesome effect. And now scientists fully confirm their experiences, as you may have read already.

Camels have a positive "energizing

effect." Through it your latent, natural energy is made available. The feeling of well-being and vigor, natural to all, is quickly heightened.

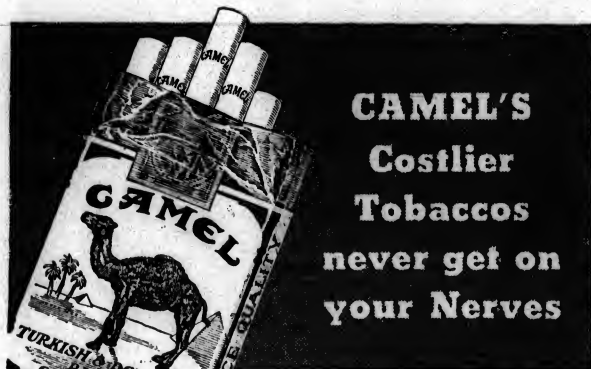
So make Camels *your* cigarette. Be one of the great army of smokers who are delighted to "get a lift with a Camel." With Camels you can smoke just as many as you want. Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand. They will not ruffle your nerves!



"There's nothing that lifts up my energy the way a Camel does. I smoke a lot. Camels never interfere with my nerves!"

GUY BUSH

Star Pitcher
for the Chicago Cubs



● Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

"Get a LIFT with a Camel!"

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Vol. 115 No. 10

NEW YORK, TUESDAY, AUGUST 21, 1934

56 PAGES

5 B'WAY FILMS \$262,000

Jolson May Do Show on B'way, WB Bankrolling

Al Jolson and Harry M. Warner huddled Friday (17), the day of the comedian's departure for the Coast to resume in a Warner picture. The eastern pawwow was on the proposition of Jolson reopening the WB Hollywood theatre on Broadway with a semi-musical play this season.

The Warner house has been dark for many months and Jolson has long had the idea of WB backing him in a play with music, which ultimately he would make into a Warner film.

Broadcasts from Alley; Mayor Beams, Crowds Look On and Wisecrack

Philadelphia, Aug. 20.

While Uncle Wip, the daddy of Philly children's programmers, is vacationing at Atlantic City his nightly broadcast is piped from Pleasantville, N. J. Program is hooked up with Keystone Telephone, which draws a line from phone pole there, while Uncle Wip speaks the bed-time chatter from his parked automobile. Show switches back to the WIP studio frequently for talent offerings from guest children.

Comical highspot lies in the fact that Wip's broadcast is done from an alley in the seashore town's foreign sector, while the natives sit on the steps and wisecrack. Situation leads to much ad-libbing comedy.

Mayor of Pleasantville participates nightly in program and believes it to be the best thing ever to happen for the town's fair name.

Monk Watson Strikes Oil—Quits Emceeing

Monk Watson, the former Detroit m.c., has struck oil on his property at Mr. Clemens, Mich., and as a result is quitting show biz.

Watson bought the property in 1924 while emceeing at the Grand Riviera, and recently would have traded it for at least half. He's taking his family to California.

Zepping to Europe

Hollywood, Aug. 20. Clarence Brown and Alice Joyce (Mrs. Brown) fly to New York this week and then will plane to South America.

They then plan to zip to Europe on the Graf Zeppelin.

Unexpected Gift

Charlie Foy was offered Elizabeth, N. J., last week, but turned it down because he wanted to go to Joe Phillips' birthday party.

So the Warner office offered the date to Phillips, and Phillips accepted.

Foy didn't find Phillips at the party and hasn't found him yet.

VET VARIETY STARS IN A.K. REVUE

Studded with more star names than any old timers' turn of record, a unit including Eddie Leonard, Fritz Scheff and James Thornton, among others, is being produced for vaudeville by Irving Fishman. Show will be called 'Sweet Memories'.

Average age of the troupe is about 69.

In addition to the three names, unit will consist of Fred V. Bowers (Horwitz and Bowers), Maude Lamort (widow of the noted songwriter, Ernest H. Ball), James Kendis, composer of 'I'm Forever Blowing Bubbles,' and Maude Nugent, who wrote 'Sweet Rosie O'Grady,' and widow of Billy Jerome, vet songwriter.

MIDNITE SPOOK SHOWS GETTING MIDWEST PLAY

Chicago, Aug. 20.

Midwest is breaking out with spook shows, playing one night stands. Show goes on at midnight and features about 45 minutes of spooks, illusions and spiritualistic hokey, followed by a flicker to wind up the scare.

Territory is covered with many small shows trying to make the idea go, but which really only wash up the territory for the larger ones. The biggest of these shows is playing the Great States, Butterfield and Minnesota houses as a unit of six people produced by Boyle Woolfolk. It carries a p.m. plenty of paper, and advertises a two-hour show starting at 11:45 p.m. Billing carries the lead of 'If You're Afraid, Don't Come'.

Benny's \$5,750 Weekly

Salary that Jack Benny is slated to draw from his Jell-O contract represents the highest money progress made by any artist in radio. Within a period of two years his air income has gone from \$2,250 to \$5,750 a week. Latter figure is what he'll be getting from the dessert contact.

Benny's deal with his present account, General Tire, calls for \$4,500 a week.

PIX DRIVE OPENS '34-'35 SEASON

Simultaneous Release of Strong Product Launches Answer to Recent Agitation—Breen in Newsreels and Hays Office Preparing Special Radio Programs—M. H., \$80,000; Par, \$60,000; Capitol, \$45,000; Strand, \$42,000; Rivoli, \$35,000

MASSING OF FORCES

The picture business is launching its counter offensive to the anti-film agitation this week. In fact the first guns have already been fired and minus any mention of the opposition of which there will be none.

The main blast is the simultaneous spotting on Broadway of five pictures, from as many companies, which are deemed strong boxoffice candidates by their respective firms. This procedure will be followed in other key cities.

That these five features are breaking into New York this week is something more than just mere coincidence, although the plan has been somewhat changed from the original intent. However, to the trade this screen broadside definitely marks the official inauguration of the season of '34-'35. That the boys have not guessed wrong on their selection of films for the event appears evident in that these five pictures will gross around (Continued on page 9)

16-HOUR PIER SHOW FOR 50c

Atlantic City, Aug. 20.

Sixteen solid hours of entertainment including three major film releases, four first line dance orchestras and three different types of stage shows—all for 50c, which will comprise the Steel Pier's splurge over the four-day Labor Day weekend.

The Pier, operated by Frank P. Gravatt, has enjoyed an exceptionally big summer with his huge show policy and figures to top it off with the Labor Day dash. It has been playing to an average of 50,000 people on Sundays all summer and a proportionate amount during the week. Attendance record for any one day was broken last Labor Day (Continued on page 27)

Auto Show Circuit Starting in West May Become Nat'l; 4 Wks. on Coast

Pulpit to Mike

Minneapolis, Aug. 20. Max Karl, Presbyterian minister, has resigned his pulpit to become a radio announcer with WCCO, local Columbia chain station.

FRANCE LIKES BROADCASTS OF FILMS

Paris, Aug. 20.

Broadcasting of talking films tried at station Poste Pariden is proving a big success with French radio fans. Station gets the films for nothing, on the theory that it is good publicity. But when films are used for broadcasting before theatre release they are never given in entirety, but merely extracts, as in screen trailers.

Musicals, naturally, are among the most usable type of film for these broadcasts. But in France a dock of other pictures are available (Continued on page 9)

OLD-TIME MELLERS AS VAUDFILM UNITS

Hollywood, Aug. 20.

Fanchon & Marco is sending out a repertory company presenting four mellers of an early vintage, on a nationwide tour. Rep includes 'Uncle Tom's Cabin' and 'Streets of New York.'

Company of 12 includes Sherman Bainbridge, Eugene Bobbinks, Flora Finch, Kit Guard, Richard Garrick, Violet Knight, Marjorie Bainbridge, William Gould, Buzz Robinson and Myrtle Popin.

Fishing with the Stars, Coast Piscatorial Lure

Hollywood, Aug. 20.

Owner of a fishing barge off Malibu Beach, the swank oceanside hideout of picture celebs, has found a way to fill his boat every day.

With a number of picture names piscatorially-minded and using the barge occasionally, the large owner immediately raised the tab three times and advertised 'come and fish with the picture stars.'

Owner broadens pleasures of ocean fishing and bobbing with the celebs over KMX.

Seattle, Aug. 20. Plans of a circuit of auto shows along the West Coast are progressing, with a meeting to be held in San Francisco in September, to be attended by managers from Frisco, Los Angeles, Portland and Seattle.

Carl Hussey, Seattle manager, says auto men would contract talent to appear at all four shows, one week in each town. It is figured better talent can be obtained at okay figures when four weeks are offered, instead of an isolated single week.

The West Coast plan is apt to become a national policy, according to information here. National plan is to divide the country into four districts—West, Middle West, South and East. Shows are to be held simultaneously in the four areas, (Continued on page 43)

Induced Her Son to Commit Murder for Film Job Publicity

Prague, Aug. 8.

In order to get a job in picture business Marie Luley, former secretary of the Czechoslovak consulate in Stockholm, induced her 15-year-old son to rob and murder a local school teacher, she told police.

The woman thought that the resultant publicity would make her so popular that she would be crisscrossed for pictures, she confessed. She had read in a detective thriller just how to commit the murder, she says, and explained the method carefully to her son, with full instructions.

RAIN THE HEADLINE

Rodeo Audiences Cheers Unwanted Moisture at Sidney

Sidney, Ia., Aug. 20.

Despite conditions, the 11th annual rodeo, American Legion pet, went over to break all attendance records, 4,500 going through the turnstiles on the first day, exceeding all previous marks by 2,000.

One of the surprise features that stopped the first day of the show for a few minutes was rain, the crowd, instead of ducking for shelter, standing up to cheer.

Ethel and Eva Co-Stars

Edith Barrymore, according to accounts, will co-star with Eva La Gallienne in 'L'Aiglon,' which the latter will stage for H. B. Franklin and Arch Soley.

Another player mentioned for the show is Ian Keith.

Fischer Protests 20th's 'Folies Bergeres' Deal; WB Now Considering Revue

Quite a show bunch entrained for the Coast Friday (17), some stopping off in Chicago en route. Latter group included Jake Wilk, of Warners, who accompanied Cliff Fischer to o. o. the 'Folies Bergeres' revue in Chi with the idea of WB possibly utilizing the show as the nucleus of a musical. Also on the train were Darryl Zanuck, Joseph M. Schenck and Al Jolson.

Fischer had come to New York to confer with Schenck on the 'Folies Bergeres' following cable despatches that Schenck and Zanuck, while in Paris, had considered a deal with Paul Dural, of the 'Folies Bergeres' over there, for the use of the show and title for a 20th Century film.

Fischer conferred with his New York attorney, Julian T. Abeles, who served formal notice on 20th Century and Schenck that this was regarded a violation of previous negotiations between Fischer and these film executives whom he claims had previously manifested interest in the Chi production of 'Folies Bergeres.' Through Joe Moskowitz, of United Artists and J. C. Stein, of the Music Corp. of America, is equal partner) inspired 20th Century to a filmical 'Folies' idea and that any screen production would become opposition to their own stage venture which allegedly has future time lined up in the picture houses.

Opposition

Fischer's argument is that the Chi 'Folies' troupe (in which J. C. Stein of the Music Corp. of America is equal partner) inspired 20th Century to a filmical 'Folies' idea and that any screen production would become opposition to their own stage venture which allegedly has future time lined up in the picture houses.

Nothing came of the Fischer-Schenck conference in New York last week, the film producer hastening back to the Coast on the same day and Fischer likewise boarding the same train to Chi.

Now Warners is reported interested in making a 'Folies Bergeres' film. Warners' first contribution will be 'Casino de Paris' (Jolson picture) production on tap.

WB, RADIO'S LOW BUDGET FILMS

Hollywood, Aug. 20.

Warners and Radio have announced a series of cheaper budgeted action pictures.

Warners' initiative will be 'Racing Luck,' a yarn by Tristram Tupper to be directed by D. Ross Yederman. RKO's first contribution will be a Zane Grey western, 'West of the Pecos,' to be produced by Cliff Field.

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Par Drive Starts

Hollywood, Aug. 20.

Paramount starts its record production boom today (Monday) putting 'Lives of a Bengal Lancer' into work, a picture that has been an on-and-offer for four years and carries an overhead to date of around \$700,000.

Peak period, expected to last until fall, will see nine pictures in production simultaneously by next week. With six films carrying over and following 'Lancer' are 'Limelight Nights,' 'Here Is My Heart' and 'Tangles of Red Gold.'

Carrying over are 'Ready for Love,' 'Lemon Drop Kid,' 'Enter Madame,' 'Menace' and 'College Rhythm.'

ROGELL SEEKS DIVORCE, BUT FACES 500G SUIT

Los Angeles, Aug. 20.

Albert Rogell filed a suit for divorce from Ena Gregory, former actress, and a day later a complaint seeking \$150,000 alienation of affections damages from William V. R. Smith, Beverly Hills socialite attorney.

Smith retaliated with a suit for \$500,000 against Rogell and his attorneys, Milton Cohen and Milton Cohen, Jr., charging conspiracy to blackmail him and injure his reputation. The suit referred to a raid on Smith's Beverly Hills mansion when Rogell and seven others reportedly walked in on Smith and Mrs. Rogell.

Mostly Using Contractees In M-G's 'Copperfield'

Culver City, Aug. 20.

With a cast chiefly of contract players, Metro is putting 'David Copperfield' into production today (Monday). Company's original intention of having every member of the cast tied up on contract fell through when it could not obtain options on some of the important players.

Only Frank Lawton, borrowed from Universal, is outside the Metro fold among the first seven players. Madge Evans, Lionel Barrymore, Elizabeth Allan, Lewis Stone, Jean Cadell and Maureen O'Sullivan are the contract people. Peter Trent, brought over from London, has gone back. George Cukor is directing.

Santell Cops Toeplitz Spot on 'The Dictator'

Hollywood, Aug. 20.

Al Santell copped a plum for a director on a foreign production by getting the assignment on 'The Dictator' for Toeplitz production.

Director sailed Saturday (18) for London where picture will be made.

Woods in 'Adeline'

Hollywood, Aug. 20.

Donald Woods, Warner contract player, who has been on leave of absence to appear with Edith's Garden stock in Denver for the summer months, has been set for top spot with Irene Dunne in 'Sweet Adeline,' which Mervyn LeRoy directs for Warners.

The player reports back to the studio Sept. 2 to step into the picture.

Par's New Kid

Hollywood, Aug. 20.

Paramount has contracted David Jack Holt, seven-year-old boy from Jacksonville, Fla. He'll be known as David Holt for the summer.

Kid was in 'You Belong to Me' and thus came to attention.

Fritz Feld Returns

Fritz Feld, who was production head of the Orient films at Tel-Aviv, Palestine, is due in New York last of this month. He will join Max Reinhardt to appear in 'Romance of a People.'



WILL MAHONEY

'Variety' said: 'Mahoney tore 'em right out of their chairs with his inimitable tomfoolery and topnotch hoke hoofing. Did 19 minutes at performance glimmer and had 'em groveling for more. Apparently parcel of mob had not had a gander at the Mahoneyphone and he scored an ace reception with his toe-tung-umming. His gab, incidentally, is the most insidious that has been flipped over a trough hereabouts in years.'

Direction
WM. MORRIS AGENCY
Mayfair Theatre Bldg.
New York

MG'S 1 1/2 MILLION NET PROFIT FOR 12 WKS.

Metro's net profit for the 12 weeks ended June 7, this year, has been announced as \$1,566,072. That's stated as equivalent for this period to \$146 per share on the preferred stock of the company as compared with \$2.09 for the corresponding 12-week period in 1933. Total net operating income for this period, this year, was \$7,334,297. Miscellaneous income amounted to \$195,313.

Amortization of negative and positive costs plus depreciation amounted to \$6,194,618. Federal taxes, \$265,920.

'Conversation Piece' May Be Shearer's Next

'Conversation Piece,' Cochran hit in London, is under option for pies to Irving Thalberg (Metro) as a coming Norma Shearer opus. The stage play is to be brought here for Broadway showing in the fall by Harold B. Franklin and Arch Selwyn, in association with C. E. Cochran.

Metro's option price via Thalberg is \$75,000.

Harlan's Annulment

Baltimore, Aug. 20. Kenneth Harlan, former flit and currently in vaudeville as Harland and St. John, has been granted annulment of his marriage to Ethyls McClure, which took place here in November, 1932. Suit was uncontested.

Groups for annulment named in the suit were that both he and the woman 'had partaken freely of intoxicating liquors' prior to the ceremony, and that they had never lived together, but had parted a few hours after the hitching. In the papers filed in the circuit court here, Harlan testified he has not seen Miss McClure since, but he believes she is at present in Hollywood.

20TH TAGS LONG

Hollywood, Aug. 20. Harold Long has been tagged to a year's writing contract at 20th Century, and he joins the company's scribbling staff Sept. 1.

Writer, who was signed via whir by Daryl Zanuck from New York, was on the 20th Century staff last season.

SPIEGELGLASS SCOUTING

Leonard Spiegelglass, story ed. in Universal, leaves the Coast for New York Wednesday (22). Will remain east for a six-week hunt for scripts.

Par Kibitzers Get Chance

Lot Employees Form Drama Club to Show Their Thespian Wares—Lenser Directs

Central Park Casino Act Stamped for Hollywood

Oliver Jones leaves for Hollywood Aug. 24 on a term with Warners, set for her by Lew Irwin. Her first for WB will be 'Sweet Adeline.'

Miss Jones, a cafe singer, is currently at the Central Park Casino, New York. She leaves that spot to go West.

INTEREST PERKED IN COAST SERIAL FIELD

Hollywood, Aug. 20.

Quickened interest in serials has brought two new producers into the field. They are Denver Dixon and Bob Tansey, both small independents.

Dixon is completing first episode of 'Rawhide Killer,' with Art Mix, Bill Desmond and Frances Morris. Tansey starts this week on an untitled western cliffhanger, which Louis Weiss' state-right exchange in New York is handling.

'Bookings in second and even first run houses for recent serials has stimulated their production. Universal and Mascot were formerly the only regular producers of the episode thrillers. It is currently filming 'Tallspin Tommy,' while Sol Lesser has just finished 'Chandu.'

Mascot is starting a Ken Maynard serial in September, George Stout and Harry Hoyt, who made 'Young Eagles,' are preparing another.

Stan Laurel Stretches Leg Muscles in 'Toyland'

Hollywood, Aug. 20.

Hal Roach studios stopped production on 'Babes in Toyland' Friday (17), and will not resume for at least two weeks due to an accident to Stan Laurel while working on the set.

The comedian sustained torn muscles in his right leg from a fall off a slightly raised platform while working in a scene with Babe Hardy and Henry Kleinbach.

Laurel had his leg put in a plaster cast following the tripping act and is letting it set at home.

Max Baer Drops Gloves For Par's Runyon Film

Hollywood, Aug. 20.

Paramount's Max Baer picture will be 'Kids on the Couch,' a non-prize fight yarn by Damon Runyon. Adela Rogers St. John is writing the screen play, and Gertrude Michael is set for femme lead.

David Jack Holt, youngster whose option was picked up by Paramount last week, also set in picture.

WB Sets Gloria Stuart For 'Half Way to Heaven'

Burbank, Aug. 20.

Gloria Stuart goes to Warners, on loan from Universal, for 'Half Way to Heaven.' Ross Alexander has the other lead.

Story is an adaptation of the play, 'Saturday's Children.' Jerry Wald and Harry Sauber are scripting.

Cobb's Third

Hollywood, Aug. 20.

'The Catch of the Season,' Irvin Cobb's third in his seven picture deal with Roach, went into work today (Monday).

Nick Grinde directs the cast which includes Paul Hurst, Ferdinand Munier, Penny Baker and Virginia Crawford.

Free Drue Leyton

Hollywood, Aug. 20.

Fox failed to take up its option on Freya Leigh, who was brought here six months ago and got a name change to Drue Leyton. She returns to New York expecting to go into a Sam M. Harris play

Hollywood, Aug. 20.

Employees of the Paramount lot who have worked for years around the studio watching new acting finds spring up from most unusual quarters, and who figure they could crash pictures if given a chance, will have an opportunity through formation of an amateur dramatic club in the studio.

Idea, which has been okayed by front office execs, was presented by James Moore, of the camera department, who will direct the group of plays to be presented monthly.

Only non-pro workers will be eligible for parts in the stage presentations, and members of the company stock company or others who make casual appearance before the camera are barred. Thespians will be selected from secretaries, office boys, stenographers and workers in the various mechanical departments on the back lot, many of whom have secretly yearned to crash into the acting ranks.

First play to be put on will be 'Loose Ankles,' and the group will use one of the studio stages for the performance. Audience will be confined to employees and immediate members of their families, and if there is enough demand for seats, two or more nights will be used to satisfy the non-paying customers.

Betty Bronson to Make Comeback Via Legit

Charlotte, N. C., Aug. 20.

Betty Bronson, formerly of the films, living here in private life as Mrs. Ludwig Lauerhaus at her home at Asheville, is planning a professional return via the stage.

Mr. and Mrs. Lauerhaus have just returned from New York and New England. While down east, Miss Bronson played the lead in 'Garden of Love,' summer try-out in a Connecticut stock, with the idea of opening in New York this fall.

Time Mag's Reel

'March of Time,' sponsored by Time magazine, will be released as series of one-reelers shortly. Fox will probably distribute.

The Time venture is also close to the Fox Movietone library. Louis de Rochemont, for years with Fox news, is now in the Time celluloid department.

Doyle's Auto Accident Costs Him Film Role

John D. Doyle, vet character actor, drew a tough break last week that cost him a part in the Kelly-Kill indie, 'Gigolette,' which went into production at the Biograph studio in the Bronx yesterday (Monday). All set for the part, Doyle suffered a badly injured leg in an auto accident, and had to withdraw.

In 'Gigolette' are Donald Cook, Ralph Bellamy, Robert Armstrong and Adrienne Ames.

SAILINGS

Sept. 3 (Los Angeles to India), Charles Ballance (Pres. Hoover).

August 22 (London to New York) Jack Curtis (Paris).

Aug. 25 (London to New York), Auriel Lee (Berengaria).

Aug. 18 (New York to Paris), Constance Bennett, Beatrice Lillie, Erik Charrell, Al Santell, William Beaudine, Gladys Henson, Jack Albion, Louis Nizer, Eugene Castle, Freddy Craig, J. Madeline Kibben, J. J. Phillips, Naomi Ray, Joe Browning, Jack Laiz, Radio Rogers, Clifton and Harrison (de France).

Aug. 18 (Paris to New York), Gertrude Hoffman girls (Lafayette).

Aug. 18 (New York to London), Jack Harris, Joe Venuti, Al Santell (Berengaria).

WORLD'S CLASSICST NITERY

Keep 'Em Out Front

Publicity on the mechanical tricks of picture making has long been an aggravation to many film makers. Yet they've never done much about it. In the past most of these 'exposés' have been unfurled by the fan magazines. Since the columnist, however, film or otherwise, the daily papers have also been sporadically delving into the subject. It never has done the picture business any good.

Which brings up the point that no individual writer, paper, or magazine in recent years has gone to the consistent extremes in this vein as Sid Skolsky, of the New York Daily News. Skolsky has intermittently been explaining technical studio leggendomain ever since he's been on the Coast and committed his worst offense last Saturday (18) in writing of 'Cleopatra' (Par).

Under a sub-heading of 'Stories About the Pictures You're Seeing' Skolsky wrote in part:

"Those battle scenes between the Roman and Egyptian armies, if you look closely and can detect the movie tricks, were fought between two moderate groups of players; the vast number of soldiers in the background were part of a process shot. It is to DeMille's credit that his talent with the camera enabled him to make his mob scenes seem huge and real."

That ode to DeMille as a tag doesn't square Skolsky for unveiling how a screen effect is accomplished. It's both unethical and short sighted. Not only can the printing of this inside stuff in detail dispel an illusion which may have taken days, or weeks, and many thousands to create, but it's also an open question how much actual harm it does to all pictures with the public. How many kids feel obliged to those who finally tell them there's no Santa Claus?

It must trace to a columnist's, or critic's, desire to show how smart he is, how much he's on the inside, that they can't fool him, and he's going to let everyone know it. So when Skolsky goes as far as he did on 'Cleopatra' it would seem the spot to do something about it. The time is past due and that action must come on the Coast. There's been some disgruntled muttering in the east by film men on this phase of Skolsky's writings but it's evidently been just grumbling.

A Charles Frohman company manager could get drunk, even steal, and hold his job, but if he ever let anybody back stage who didn't belong there he was automatically through that same night. It's an axiom of show business that well might be more closely followed today than it is and can cover not only those in the business but also those who write of it. In other words, 'Don't take 'em back stage'.

A peculiar twist is that Skolsky should pick a Cecil DeMille picture on which to go overboard on his technical explanations. The coincidence is that some years ago DeMille went to some pains to explain to a fan magazine how he opened up the sea in 'Ten Commandments'. In fact, he even supplied pictures of how it was done, in case there was any doubt. That still ranks among the most mis-conceived publicity stories ever evolved in the picture business.

ROCKEFELLERS' IN RADIO CITY

\$1 for Coffee and B'way Columnists Barred—New Plus Ultra Gimmicks to Spare the Riff-Raff Away—300 Seats—Mostly Imported Talent—On 65th Floor RCA Building

\$25 PER PREMIERE

The ultimate in swank will obtain for the Rockefeller Roof on the 65th floor of the RCA Building in Rockefeller Center (Radio City) when it opens with its plus ultra policy in the fall.

One idea will be a menu scale to top everything. Coffee at \$1 is an idea that alone is figured to insure its exclusiveness. Another proposal is a no-Broadway-columnists-admitted rule, as a means to keep chat and gossip, adverse or otherwise, from percolating into the public prints.

Main problem for Frank W. Darling, who operates for the Rockefeller, right now is a dignified name that will suggest it's a nite club and yet keep away from any cabaret aura.

Of the 300 seats, 150 will be ring-side and the outer terrace, elevated, will afford a bird's-eye view of New York city while dining, etc. The roof will also be glass-encased to insure a dancing-under-the-stars effect. The 300 capacity will thus all be desirable as to location, with every seat virtually ringside.

Int'l Floor Show

The International and foreign flavor which the place will essay has the Radio City and Broadway agents peeved. It was tussled between Meyer Davis and Leo Reisman for the dance music with the latter figured set until Ray Noble and his London Band was given by Darling as the sanatorium attraction. Lucienne Boyer, Parisian diva; Dave Keonoki and his Hawaiian; and Dick Liebert, R.C. Music Hall organist, are the other turns. Latter two might be considered as representing the American element, but Mlle. Boyer at a reported \$1,500 and Noble's \$2,250 for his 'London band' (which must necessarily be recruited 100% in America, as he's only over on a guest-conductor arrangement for labor and American Federation of Musicians' reasons) comprise the fancy money for the show overhead. The band's original budget of \$1,750 was reported stretched for Noble's advent. Mlle. Boyer will double into a show for Selwyn-Franklin, thereby grabbing \$3,500 a week between both places.

It will be the world's highest (both as to price and stratosphere) nite club in the world. The Empire State has a buffet restaurant on the 82d floor, but it's pop-priced.

Booking Liebert, organist, into the nitery is deemed odd but explained by many Westchester, Connecticut and Long Island people whom the Rockefeller Roof hopes to attract, having organs in the 6:30 p.m. contract console music on an elaborate organ, place figuring that the dancing diners won't start arriving until 5 p.m. for the regular terpsichore sessions and the intimate entertainment.

This is the spot which will have a \$25 per cover premiere, the opening, around Oct. 31, to be a charity event.

Tuchock Directing

Hollywood, Aug. 20. Wanda Tuchock directs her original 'Portrait of Lady Palus' for Radio. Arthur Caesar is adapting the yarn, and May Hobson is set for the lead.

Films' Sapolio Standards Keeping 10,000 Scripts Tied Up at Studios

FISH GET BREAK

Frank Capra Joins Winslow in Feeding Thousand Islands Finnies

Frank Capra got in Sunday (19) and joined Max Winslow at his Thousand Islands home for a week of fishing. It's a quickie Izak Walton act for the Columbia director, who then returns to the Broadway belt for the debut of Col's 'One Night of Love' at the Music Hall.

Jack Cohn, Col. v.p., may join Winslow and Capra for a few days.

Officials Call Jerry Jarnegin A Suicide, But—

Hollywood, Aug. 20.

Jerry Jarnegin, 41, husband of Irene Franklin, was found shot to death Sunday night (19) in their Toluca Lake house following a party to celebrate engagement of his niece. Police are undecided whether it's murder or suicide.

Both had been rehearsing for tests at Warners for 'Sweet Adeleine'.

Police are hunting the house boy involved in a fight with the Jarnegins following his dismissal.

Jarnegin had been doing bit parts in films while Miss Franklin was more steadily employed in pictures. Police recorded Jarnegin's death as suicide and released it to mortuary, but the coroner's office Monday was to perform an autopsy. Although police reported it as suicide, an investigation was ordered because the long-barreled pistol used was found 53 inches from his chair and also because of the fact there were no visible powder burns around the wound in his right temple.

Miss Franklin said she was unable to remember whether she had picked up the weapon which she identified as belonging to her husband. She said Jarnegin had been in good humor Sunday and she could furnish no motive for the shooting, hence discounted the suicide theory.

Police are still hunting Lawrence Thomas, the Jarnegins' discharged house boy, whom they charged in court beat them and broke up the furniture when they dismissed him several weeks ago. He is slated to stand trial in Superior Court Aug. 27.

The Jarnegins were married in the east nine years ago. Her first husband was Burton Green. Following Green's death Jarnegin became her accompanist and following their wedding they toured the country.

'Good Fairy' Next Film For Margaret Sullivan

Universal City, Aug. 20.

After being unable to make up its mind which of two stories to use for Margaret Sullivan's next, Universal finally decided on 'The Good Fairy.' Within this hour, the other possibility, may be made later.

'Fairy' starts in 10 days with William Wyler in the director's seat.

On Strauss' Life

Hollywood, Aug. 20. Metro will make a musical based on the life of Johann Strauss, co-starring Jeanette MacDonald and Fredric March. Script is being written by Vicki Baum and Gottfried Reinhardt.

Industry overseers say that a conservative estimate of all the stories, plays and books that are on the shelf indefinitely, and certainly during the pure screen era, number at least 10,000.

When winter comes things may be different. Spokesmen do not make this as a prediction or prophecy but with direct knowledge that the Studio Relations Committee, through which pictures are now given the Breen touch, has right now several matters under consideration. Eventually, they maintain, this will probably be done by the industry itself.

Breen will classify pictures, while putting them under the microscope, as to out and out adult or general family diet. And exhibitors will be asked to hang out a shingle accordingly over the money cage. Then the family man will know whether to buy that night for the tribe or just himself and the wife.

In order not to make things any tougher than they are the Hays Organization is agreeable to re-reviewing pictures which were released before the Breen mill started grinding. A number of pictures, although through most of the first run, are being turned back to Hollywood in order to get the Hays purity seal for that impression in the sticks.

ASCAP BATTLE QUIETING DOWN

Starting out with much gusto and many meetings, flimdom's battle with the American Society of Composers, Authors and Publishers is slithering down. There hasn't been a second mass session and none scheduled. In the meantime film directors are hearing that some of the theatres in the field are surrendering unconditionally to the composers.

The leaders dismiss these small exhibits as unimportant. At the beginning, however, the small exhibits were regarded differently. Through them they had expected to make direct contacts with vacationing congressmen.

From the current perspective right now the most important negotiations must be handled by lawyers, rather than exhibitors. The legal committee, as well, is still waiting to hear from Newton Baker's firm whether it will general the fight against ASCAP. In the meantime ASCAP is getting more exhibits to okay the adjusted rate card.

CAGNEY DENIES AIDING CAL. COMMUNIST PARTY

Hollywood, Aug. 20. James Cagney, ill at his home here of colitis, Friday (17) denied assertions that he had given financial aid to the Communist movement in California. Cagney was asserted named in letters taken in a raid at Sacramento to be used in a syndicalism trial.

WB Parleys Atwill

Hollywood, Aug. 20. Warners is negotiating with Lionel Atwill for a series of pictures. Player just finished part in 'The Firebird,' with excess tabbing him as worth holding.

Temple Solo Star

Hollywood, Aug. 20. Fox will star Shirley Temple in a picture of her own. Sam Mintz starts today (Monday) to adapt one of several stories due to him in mid-1934.

GARBO SEEKING 300G PER PIC

Hollywood, Aug. 20.

Although Metro's contract with Greta Garbo is not up until 'Painted Veil' is completed, negotiations have been carried on for two months for a new deal providing for two pictures in 1935.

These negotiations are being carried on for Garbo by Harry Edington, who was her biz manager until May, 1933, when her affairs were taken over by Joseph S. Buehler, New York attorney. Studio and agent had been keeping the affair under cover although they started between Edington and Louis B. Mayer before the latter went abroad, with Irving Thalberg carrying on after he left.

Although no figure has become known and with both the studio and Edington denying it, it is understood Garbo wants \$300,000 a picture. Her current pact calls for \$250,000 per film and two pictures a year.

Edington was called in by Garbo prior to the start of 'Painted Veil' to adjust contract phases.

The new deal would allow Garbo to return to Sweden until January, 1935, when she would come back for the initial picture on the new pact.

BEERY MAY QUIT MG TO DO KORDA FILM

Hollywood, Aug. 20.

Reported uninterested in renewing his Metro contract which ends Jan. 1, Wallace Beery is figuring on making one picture in London for Alexander Korda. He is now set for 'Muthy on the Bounty,' but may be used in another before Jan. 1. When he returns from England he may do a couple for 20th Century.

ATTACK ON JACK LA RUE

Screen Heavy Describes Alleged Assault Attempt

Hollywood, Aug. 20.

Police were told of an attempt by an unidentified person to attack Jack LaRue at his home last Friday (17).

LaRue said he was awakened by the sound of shattering glass. Rising, he said he saw a man crouching outside his bedroom, lashing vigorously with a piece of two by four scuffling. LaRue said he usually slept in a bed near this window.

M. P. CLUB FORUM WILL GO ON RADIO

Expansion plans for the Motion Picture Club, New York, were set with the new election of officers which, by unanimous vote, placed Felix Post as president. Three v.p.s newly elected are Jack Allcock, David Loew and Phil Reisman; treasurer, Joe Brandt; executive secretaries, Tom Wiley and Arnold Van Leer. Louis Nizer continues chairman of the executive board.

Directors are Will Hays, Jack Cohn, Herb Yates, Adolph Zukor, Carl Laemmle.

Monthly open forum discussions will have a radio wire on a national hookup, on the order of the N. Y. Advertising Club's weekly luncheons.

New idea of Sunday night preview screenings for members, families and their friends will also bring the new product into the club in advance of regular distribution.

Prize Beaut's Chaperone Appeals More Than Beaut

Culver City, Aug. 20.

More interested in Mary Gilmore, the Rochester Journal's film editor, than in 'Miss Rochester,' whom she brought to Hollywood, Metro gave both women tests.

Jean Gray (Miss Rochester) won a newspaper beauty contest, but Miss Gilmore looked more like a picture possibility to studio execs.

Dualism Issue Has Indie Exhibs And Indie Producers Wrought Up; Majors and MPTOA Are Against It

Undercover fighting is heavy on the doubles front despite the fact that the NRA has week completely washed its hands of the issue by declaring no exhibs can be penalized for dupes under the code.

The indie exhib, as the result of it all is being torn between two worlds.

Indie producer strategists during the past few days have had a number of sessions with some of the exhib leaders.

From these pow wows indie makers are taking heart that they can win, and that very likely a good part of the exhib army can be made to sour at the thought of entering pacts with affiliated box offices to end dualism voluntarily.

Majors however are satisfied that they have the backing of the MPTOA, strongest national unit of exhibs even though its membership is largely affiliate, and that while the country as a whole can never sew up against doubles, agreements can likely be effected in many territories.

The double feature issue is taking so many turns as to afford a crossword puzzle. How company representatives in the Code Authority can vote one way and proceed in the opposite direction is what confuses. Metro and Fox furnished the Code Authority with a majority vote whereby the NRA is to keep its hands off the doubles issue and refuse to penalize houses which double.

Metro and Fox voted this way not because they approve doubles but because they believe the film code license no industry action under the NRA against the twin policy.

But what happens outside the NRA is another matter. If doubles can be minimized, or even eliminated, by voluntary trade effort the big companies want to accomplish this.

Know from Experience

Overseers of the business, while interested in the progress of such agreements, are under no compulsion that this is the way to end doubles. From past experience with such pacts they know that all that is required to break any such agreement is the return to twinning by one or two fairly strong and irate owners in any of the more highly competitive areas.

Extra long features, seriously considered at one time in major ranks as the means of foreing the second feature out, is also revealed now as virtually in the discard.

Feeling most prevalent in major ranks since the NRA stand is that producers will have to turn out what the market demands—which, from indications right now, means more and cheaper pictures.

How Pitt Splits Its Pix

Pittsburgh, Aug. 20.

No Warner first-run deal for Universal product this year, with Mort Sheas's Fulton and Harris' Alvin splitting it 50-50. In addition, Fulton gets third of Fox, around 15 Metro sluffs, 12 United Artists, chiefly foreign-made, and pick of Monogram.

Alvin's product will be rounded out with two-thirds of Fox and probably some Columbia.

Warners, however, have sought all of Universal for subsequent runs. Local office stated first-run deal was dropped when management found that, of all U's last season's product, only two pictures went to WB's are house Stanley.

HOFFMAN'S 'CHILDREN'

Hollywood, Aug. 20.

M. H. Hoffman starts production on "Without Children" for Liberty this week at RKO-Pathé Studios. William Nigh will direct with script credited to Gertrude Orr.

Cast lined up includes Margaret Churchill, Bruce Cabot, Evelyn Trent, Richard Denry, William Janney, Dorothy Lee, Clara Sue Collins and Dickey Moore.

Reissue 'Birth Nation.'

Prelim Contest Buildup

As part of build-up for modern version of "Birth of a Nation," H. E. Altken, who produced the original, is offering prizes to newspapers and exhibs for best suggestions on the most effective improvements that could be made and on the best methods of exploitation of a modern version.

Altken has sent letters to 200 newspaper editors, asking they submit ideas for prizes of \$500, \$300 and \$200. Exhibs also offered similar prizes.

E. C. Donegan, director of publicity, says new version of "Birth" will be released in about six months. Contest closes Sept. 1. Altken will judge all suggestions personally.

Milwaukee Case Answers Darrow, Sez Rosenblatt

Washington, Aug. 20.

Rejection of Milwaukee C-Z board schedule penalizing exhibitors, who follow double-feature policy was hailed by National Recovery Administration as conclusive evidence that small enterprises in the film industry are protected from hardship and discrimination by the picture Code Authority.

Reviewing the C.A. decision on the Milwaukee case, Divisional Administrator Sol Rosenblatt pointed out that the ruling "stated there could be no discrimination or penalty whatsoever against theatres playing double features in the drafting of clearance and zoning schedules throughout the nation." Extent of C-Z board powers to place obstacles in way of independent exhibitors was one of the major criticisms of the code in the Darrow Review Board report several months ago, but on that occasion RKO ridiculed the fear that either the C.A. or the subsidiary organizations would attempt to discriminate in settling grievances or drafting schedules.

Rialto and Roxy on B'way in Unique Buying Pool to Insure Getting Pix

Rialto and Roxy theatres on Broadway have reached an understanding to purchase their required films jointly for the ensuing season. The deal is causing comment because such a pool opens the avenue for unaffiliated companies to dispose of all their potential first-run films on the Main Stem, on a two-way basis.

The two houses already have jointly closed for a selection of the major part of the Universal program. Deals for joint purchase of Fox and Columbia programs are pending.

Arthur Mayer concluded the arrangements on behalf of the Rialto. It is assumed that receiver Howard Cullman negotiated the deal with the assistance of Harry Arthur for the Roxy.

Pooling arrangements of various kinds for various Broadway theatres have been talked about for many months. Some of these involved the purchase of certain Broadway houses by others on the street, others concerned amalgamation of operation in one way or another. The most recent, outside of the Rialto-Roxy deal, concerned the Paramount and Capitol theatres. Latter is the Loew house.

That deal went floundering. However, the Paramount deal differed from the Rialto-Roxy deal in that the latter-Capitol part involved changes in the operation of one of the theatres.

Moral: Rough It

An eastern home office executed eight months before getting an okay for new furnishings for his office. He wanted white leather furniture and all-white trimmings. Request was finally okayed and the new layout installed. That afternoon the film exec got his notice.

GB's 16-Pic Deal For N.Y. Roxy May Be Trimmed Down

Gaumont-British's picture deal with the Roxy theatre, N. Y., is due to be trimmed down. Complications have arisen since Howard Cullman, Roxy receiver, agreed to book 16 G-B pictures. Involved in these complications is Fox Film among others. The Roxy may still book a substantial number of G-B films, but the terms will have to be materially altered before a deal is concluded.

Financial overseers of the Roxy, namely, the bondholders, must okay financial undertakings of the theatre before the same are executed. They objected to the G-B deal because of the terms. The original G-B offer was to book 16 pictures into the Roxy on a percentage basis after all operating costs of the theatre had been first met.

RKO Reopening Dayton, Weekend Vode in Some

New policies for several RKO theatres were officially circulated through the circuit the past week, under orders of W. B. England, personal director of the circuit. In addition to the reopening of the Colonial, Dayton, Friday (17) with a combo vaude and picture policy, the Capitol, in Union City, it was announced will go into weekend vaude policy beginning Sept. 1. Cap will spot vaude only on Saturdays and Sundays.

Beginning Aug. 25, the Madison, Brooklyn, goes into a four-day vaude policy beginning with Saturday of each week, rest of the week straight films. Tilyou, Coney Island, will have spasmoid vaude policy beginning Sept. 3 (Labor Day) and during the Jewish holidays. Similar policy is slated for the Franklin theatre, in the Bronx.

The Rialto-Roxy deal does not involve such changes. The latter pool does not affect the operating setup of either the Rialto or the Roxy. This operation remains independent, as is, in no way affiliated with each other. The pool is strictly one for joint picture purchasing.

The Rialto and the Roxy separately have been paying comparably similar film prices for their pictures, so that a pooling of their purchasing facilities in no wise dislodges any phase of their operating setup or that of the distributors from whom they would purchase pictures jointly.

Rialto and Roxy are deemed to cater to different clientele. The Roxy is a family spot; Rialto caters mostly to a sophisticated drop-in male element.

Schoenstadt Buys Out Chi Competish

Chicago, Aug. 20.

Schoenstadt circuit has bought the rival indie Hyde Park from the Gollis Brothers at a sum reported at \$50,000.

Hyde Park theatre was a thorn to the Schoenstadt since opening about six months, the competitish forcing the house to play in the 26th week of release.

Exchange of Letters

Aug. 10, 1934.

The Most Rev. John T. McNicholas, O. P., Archbishop of Cincinnati, Norwood, Ohio, Your Excellency:

The Motion Picture Producers & Distributors of America, Incorporated, the members of which produce a very large per cent of the motion pictures in the United States, is happy to be able to inform Your Excellency that arrangements previously outlined which are intended more effectively to influence the character of motion pictures produced by members of our Association have been carried into effect. These arrangements are producing results which, when they become fully known to Your Excellency will, I believe, be a source of gratification.

Your Excellency will, I hope, realize that even with the utmost determination on our part a reasonable length of time from this point on is necessary in order that the results of our efforts may become known and generally understood. In this connection, likewise, it is our hope that the confusion now arising from black and white lists may be avoided. It would be a means toward a better understanding and more rapid progress toward our common objective if these instances were eliminated in which in one locality a particular picture is placed on a recommended list and in another locality the same picture is placed on a condemned list. Without doubt these are incidents growing out of the confusion of the campaign.

We wish not to discourage, but definitely to encourage, all reasonable criticism and comment on our motion pictures. We are glad to have our motion pictures freely discussed by persons who have actually seen them and it is entirely agreeable to us to have those persons communicate their opinions of the pictures to those groups and communities with which they may be identified. Facilities for preliminary reviews of pictures to that end have been established in Hollywood. The open and frank discussion of individual pictures, which is consequent upon such deliberate and experienced information, aids materially in the discriminating selection of its entertainment by the public.

Your Excellency is informed that the organized industry has arranged to place an emblem and declaration of its approval upon each motion picture released subsequent to July 15 indicating that it conforms with and has been passed by the industry's revised plan of self-regulation. The industry is arranging to give wide publicity to the use of this emblem in its various announcements. It is proposed that company advertisements will, through the use of this emblem, identify motion pictures which have been approved. Local exhibitors will be encouraged further to afford this guidance to the public.

I am, Your Excellency,

Sincerely yours,
Will H. Hays.

Waxman's Own Office, Repping H. B. Franklin

A. P. Waxman has opened a publicity office on his own at 247 Park avenue, New York, and is handling several accounts independently.

Among his first clients are the Benjamin B. Franklin film production activities at Astoria, Long Island.

STRIKE CLOSES ARTIE

Rochester, Aug. 20.

Strike of projectionists closed the Little theatre in less than a week. A stench bomb proved to be the clinching argument. Three operators walked out, claiming Manager Benjamin Bellinson failed to pay NIRA code wages. Manager Bellinson replied business was so bad he couldn't pay any more and promptly hired non-union operators. The union picketed the place, one operator was beaten up and finally a stench bomb was thrown at an evening performance. Bellinson managed to keep this episode out of the newspapers, but decided to give up the battle.

The Little, at 300-center, has used an arty policy with focus and subsequent run, class films and not doing too well even at its best.

Aug. 14, 1934.

My Dear Mr. Hays: I thank you for your letter of Aug. 10. I am pleased to learn of the revised plan of self-regulation of which the Committee of Bishops was informed at its meeting on June 21. It has now been carried into effect. It is to be hoped that it will effectively and permanently influence the character of motion pictures.

One must recognize the reasonableness of the point you make concerning the time required to show proper results in the new program. It is assumed, however, that the industry will shortly give such evidences of good will and determination as to justify a confident expectation of satisfactory and permanent results.

I notice your reference to the confusion arising from the multiplicity of lists, both black and white. It is to be hoped that the emblem of your organization's approval will ultimately solve the solution. If the emblem itself could be made a sufficient guarantee that any picture bearing it assures the public of a wholesome screen and is worthy of general patronage, all confusion would end.

From many sources the suggestion has been received by the Bishops' Committee that in giving approval to moving pictures certain lines of distinction be drawn. One recognizes that there are legitimate dramatic values in life, affording themes of proper and profound interest to mature minds, which would be utterly unfit for the impressionable minds of youth. Those who have thought the problem through are convinced that many pictures should bear approval for adult patronage, while others could well be approved for general patronage.

There are many motion pictures now on the market, presumably intended for circulation during the next few months, which do not bear your emblem of approval. In the application of the industry's announced agreement to allow the cancellation of such pictures in the event of protest on moral grounds, it is urged that a broad and sympathetic interpretation be given which will definitely remove the pictures under contract from the legal obligation to show pictures which are objectionable to their patrons.

It must be presumed that the right to review and to criticize a motion picture bearing the emblem of your approval cannot be restricted. In discharging its responsibility to the public by complying with the requirements of the moral code, the administration set up by your organization to regulate the character of motion pictures can and should be helped by reasonable criticism.

Your well-defined and comprehensive reasonable criticism of and comment on motion pictures is very gratifying and should prove helpful. This willingness of the industry to receive from competent sources criticism tending to guide the code administration will assure also that freedom essential to moral leadership in any given community.

The widespread organization of the Legion of Decency has a clear objective which is in no sense destructive. Its members will be urged to keep up an active interest in the moral significance of motion pictures. This interest will prove very helpful in the formation of a general and well-informed public opinion. Such a program cannot but rebound to the best interests of the motion picture industry.

With best wishes, I am,

Faithfully yours,
John T. McNicholas,
Archbishop of Cincinnati

Hawaiian's O.O.

San Francisco, Aug. 20.

William Fernandez, operator of three picture houses on the island of Kauai, Hawaiian Islands, is looking the town over.

Checking over Frisco theatre operation with hope of introducing some new angles to the natives back home.

KOERNER, HOLT H.O. CONFABS

Charles Koerner and Nat Holt were in New York during the past week for home office confabs at RKO.

Holt is RKO division manager out of Cleveland; Koerner runs the New England RKO theatres.

SEE HAYS GUIDING INDIES

Biz-Government in Double Harness From Now On, Is Washington Dope

Washington, Aug. 20. Federal Government's partnership with business, which the film industry, among others, believed would end next June, apparently is to be permanent. Indicating possibility of basic changes in anti-trust statutes and forecasting a complete shakeup of his organization, Gen. Hugh S. Johnson revealed late last week that recommendations that parts of the National Recovery Administration be embodied in permanent law will be made to Congress this winter. First official confirmation that emergency policy is likely to become permanent came as a distinct shock to some business and industry representatives who have been wistfully looking ahead to June, 1935, when the NRA automatically expires. With details of both the forthcoming reorganization and Congressional recommendations still in the air, Johnson indicated that within the next two months a complete new set-up will be effected and revealed that long-pending plan to reduce the number of codes already in operation. Just what the effect of these developments will be on the amusement field is a matter of conjecture, but it is generally expected that few if any drastic changes are expected in connection with film, legit, or burley relations in the immediate future. Code-reduction program calls for consolidating of 500 present codes into approximately 250 master agreements for related industries, but NRA has given no sign of any plan to create a

master code for the amusement business. Johnson said recent studies had shown all industry and business can be divided into 22 'clusters' with common problems and interests, but denied any intent to establish 22 NRA subdivisions or divisional administrators. Openly admitting existence of differences of opinion between NRA and Federal Trade Commission over application of anti-trust laws, NRA commander said attempts are being made to compromise conflicting views of the anti-trust law theory. Job is in hands of Donald I. Richberg, NRA counsel. Intricately involved with the monopoly question is the problem of price-fixing which must be confronted before Congress is asked to make the Blue Eagle a permanent feature. Johnson reaffirmed his belief that price stabilization does not injure small business as much as monopolistic price-cutting but did not reveal his stand on the matter as far as future policy is concerned. A sensational battle is predicted in the Senate if the President proceeds to urge extension of the Recovery Act or passage of new legislation of similar character. Anti-trust question undoubtedly will be thrown wide open by any recommendation that NRA be made permanent. Whole matter of NRA future is slated for White House discussion Tuesday (today) and while no announcement about future policy is anticipated for some time it is virtually certain that reorganization of the Blue Eagle establishment will get under way gradually without delay.

MORALS EDICTS TO INCLUDE 'EM

**Recalcitrant Independents
Otherwise Face No Bookings
in Chain-Affiliated
Houses — Economic
Wedge May Compel Indie
Producers to Bow to
Haysian Standards**

PURITY SEALS

Through a single stroke Will Hays is extending the authority of his organization virtually over the entire film industry. For five years the independent producers would have none of his moral codes. By capitalizing the armistice he effected with churches Hays now is in a position whereby not only all pictures produced in America will have to bear the MPDPA seal of approval, but every screen in the U.S., recalcitrant independent or otherwise, will have to close if it would depend upon product from seal-less sources.

The all-industry morals conscription move is reflected by including affiliated theatres in the penalty class. This means that just as a Hays producer who violates a Breen dictum is subject to a \$25,000 fine, so now is any theatre in which the producer controls or has a financial interest liable to a like penalty if it exhibits any film that does not possess the necessary serial number of the purity O.K.

Despite meetings which they had called for both coasts over the week-end independent strategists could see no way out except to bow to Hays and submit their product to his morality mill. The fact that an affiliate booking is worth more to an indie maker than a gross of indie theatres, and that this source of revenue will be immediately cut off if they do not surrender, highlighted everything else in indie pow-wows.

The nature of the Hays truce with the churches, featuring the original morals codes under rigid enforcement during the trial period, might put the indies eventually in the

(Continued on page 11)

Indies Meet on Coast for Hays Censoring Arrangement Protest; Investigation on Washington End

Setting Orph's Product

Nate Blumberg was in conference over the weekend in Chicago with Jim Christie, Morgan Ames and Mort Singer relative to setting the new season's policies on RKO's Orphenum houses and those operated by Singer. Blumberg is expected to return today (Tuesday).

RKO's Move Back To B'way Will Be Decided This Wk.

No decision as yet made at RKO whether all or any part of that company's offices move back into the Bond and the Palace Theatre buildings. The moving mostly concerns the KAO company, chief theatre outside of RKO, and which firm (KAO) is guarantor of many of the leases held on the Bond building space at 1560 Broadway. Whole matter will be definitely settled this week or next. Palace Theatre building, rent on same is covered through the Palace theatre, whose \$3,000 weekly rent also includes the rental cost of the entire building, as well, according to accounts.

'Gambling' on Way

Production on Harold B. Franklin's filmization of 'Gambling,' by and with George M. Cohan, starts in Astoria, Long Island, Aug. 27. Fox will distribute. Wynne Gibson will handle the femme lead, with Dorothy Burgess also in the cast. Rowland V. Lee directs.

KAO Expanding Theatre Holdings; Total Now 65, to Build More in N. Y.

Keith-Albee-Orphenum circuit, the chief theatre subsid of RKO, may undertake construction of several houses in Greater New York on sites already owned by the company. Within the past month KAO has acquired 15 additional theatres through straight leasing and pooling arrangements. Presently the chain runs to around 65 theatres. Of the new acquisitions, 11 were acquired in Greater New York, bringing the total KAO houses in this sector to around 35. Altogether RKO is interested in around 100 houses, 42 of these located in Greater New York. This figure includes the seven Proctor group in New York, besides the KAO houses. Remainder of the RKO spots comprise around 12 Orphenum circuit theatres and houses operated by Mort Singer besides the Lisbon chain in the middle west. Houses which KAO acquired in New York are the Uptown, Yorktown, Midtown and Costello, in uptown Broadway, the Hollywood and the Apollo theatres, on the east side. Strand, Rockville Centre, Parkway, Brooklyn, Alden, Junior, Embassy, Portchester, N. Y., and the Utica, Brooklyn.

Presently also KAO is strengthening its position in Rochester, upstate New York, through negotiations for a pooling arrangement with Camerford interests. The tie-up is for a film-pool which seemingly was brought on by a dearth of pictures for the RKO Palace and RKO Temple, with only RKO and Columbia product. Camerford operates the Century, Regent and Capitol, and have Paramount, Warners, First National and Fox films. Already KAO has completed pools in Syracuse and Cleveland, greatly benefiting both situations. In Cleveland RKO and Warners got together whereby films were pooled and the KAO group took over the Warners' Allen to operate along with the Palace. Warners will continue to operate the Hippodrome and the Lake. In Syracuse KAO leased the Paramount in addition to the Strand and the Palace, which it was already operating.

In both Cleveland and Syracuse this gives KAO practically a closed position. Only opposition in Rochester with the pool with Camerford arranged would be Loew's which has Metro and U. A. product.

Los Angeles, Aug. 20. Indie producers will meet tonight (Monday) to discuss asserted stiffening of product by Hays group through the demand of latter that all pictures playing affiliated theatres carry the purity seal. Group will make formal demand on Film Code Authority that latter enforce Article 7, Part 1 of code, which deals with morals angle. Indies do not propose to stand for jurisdiction granted by the code being assumed by Hays group, with threat of latter of not booking any indie product that does not carry ticket certifying that pictures have been passed through the Breen bandy. W. Ray Johnston will have plenty to say at confab and is expected to carry back to New York instructions from Coast indies to place the matter before the C.A. Johnston is expected to head east tomorrow (Tuesday).

Only indie producer to submit pictures to Breen for sealing is Larry Darmour, who is producing a series for Majestic. Says he purposes continuing doing so.

Rosy Investigating

Washington, Aug. 20. Protests of independent producers that the majors are discriminating against their product in efforts to counteract the decency crusade have come to attention of the government. Investigation this week is due by Divisional Administrator Sol A. Rosenblatt at instance of Hollywood group.

Although reports from the Coast indicated Federal Trade Commission would be asked to probe situation on grounds Hays organization is restraining competition, up to Saturday (18) F.T.C. denied receipt of any protests and said it knew nothing of situation. No steps were taken by the commission at that time.

Initial kick claimed that Hays organization was putting up bars against pix which do not carry the Breen 'okay' on each release and pointed out indies' inability to obtain a Breen permit. NRA sources said it is understood non-members may get an approval from the Breen board, but that they cannot display the official seal.

Assembly will attempt to straighten out troubles, NRA attaches indicated, and make certain that discrimination is not practiced in exhibition end.

UA Takes British-Made 'Drummond' from BIP To Protect Its Own Pic

United Artists has bought world distribution rights of 'Building Drummond's Return' from British International. Film is current in London to good business and is also showing in Australia.

U. A. wanted to get the film in its hands because of the conflict in its hands with 'Building Drummond' Strickland Back, which it is currently releasing in the U. S. United has not decided yet just what it will do with the British picture, but it will be held back for a while, at least, to make room for UA's Columbia film.

Trio of Toppers

Hollywood, Aug. 20. Metro will have three top names in 'Top Three' All Others' divided between John Crawford, Clark Gable and Robert Montgomery. W. S. Van Dyke will direct.

Wanger Held East Setting Distribution

Walter Wanger is still in New York setting distribution on his forthcoming indie productions. It's a tossup between Par, UA or Radio in order named. He is also huddling with Birt on the financial setup.

Hollywood, Aug. 20. Walter Wanger has closed with General Service Studios to make his initial, 'President Vanishes,' starting production Sept. 10 with William Wellman directing. Wanger is delayed in New York, flying west Wednesday (22).

Sept. 'Diamond' Release

Culver City, Aug. 20. Figuring to hit baseball fans about the time they are world series minded, Metro has set release of 'Death on the Diamond' for Sept. 14. Fight for the pennants should be hottest about that time, while picture will be in the make houses when the world series starts early in October.

R.C.'s 2-Weekers

Ann Harding's 'The Fountain' (Radio) follows the fortnight's stay of 'Car's Paw' into Radio City Music Hall. Then Columbia's 'Night of Love' (Grace Moore), also for a pre-booked fortnight's engagement. This sets back Radio's 'Down to the Last Yacht' until mid-September.

WB Musiker Trio

Burbank, Oct. 20. Warners is pushing production on three additional musicals. 'Sweet Adeline,' from the stage show, is next to start. Rudy Vallee's 'Say It With Music' will probably start late next month, while Al Johnson's 'Casino de Paris' commences in October. Studio has just finished 'Flirtation Walk,' its next musical release.

F&M Sues F-WC for 500G Alleging Trade Block

Los Angeles, Aug. 20. Charging conspiracy and restraint of trade in violation of the Sherman Anti-Trust law, Marshall Square Theatre Co., Fanchon & Marco subsidiary operating the Orphenum, San Francisco, filed suit in Federal court here, asking \$500,000 damages. Under the provisions of the act treble damages may be allowed. Complaint charges that F-WC, with Charles Skouras, both as operating head of the circuit and as one of the trustees, the two other trustees in bankruptcy, United Artists Corp., and Joseph M. Schenck conspired to keep U.A. product out of the Orphenum, after negotiations were virtually completed for its acquisition.

Slow 'Wiggs' Release

Hollywood, Aug. 20. Paramount is holding back release on 'Mrs. Wiggs of the Cabbage Patch' from September to the middle of October, to arrange special exploitation. Plan is to splurge heavily on advertising to cop the attention of the anti-dirt campaigners. One of the stunts will be to get tie-ins at state fairs to run 'old nag' races.

Indie Bondholders' Suit Forces Fox Met Into Involuntary Bkptcy Under 77-B Statute; Halts All Bids

Indie bondholders, fighting the downtown-controlled bondholders' committee, have succeeded temporarily in spotting the future reorganization of Fox Metropolitan Theatre, under an involuntary petition of Section 77B of the new Corporate Bankruptcy Act. Likely changes loom in the future operating and financial setup of the circuit. Liquidation of operation may be sought.

Federal Judge Mack, who had suggested an agreement favoring the involuntary petition, placed the circuit pro tem under the new bankruptcy laws, and appointed the Irving Trust Co. trustee until final determination will have been made on Sept. 12. The equity receivership, in the meantime, continues until the end of the 30-day period.

Whether the receivership status exists or supercedes the 77B proceeding is to be decided at a hearing, at that time, after due notice has been given to all interested parties.

In the meantime, all question of liquidating the circuit or of disposing part or all of the Fox Met houses for any cash consideration to outsiders is eliminated. There will be no sale of this circuit while it is under the jurisdiction of 77B.

Saul Rogers, attorney, who was representing A. C. Blumenthal in the Loew-Warner bids, and later indicated he may have a new bidder for the properties, failed to show at last week's hearings. Blumey made an appearance, but Rogers was absent.

Talk about William Fox coming in on the situation is just one of these things. Fox is known neither to have been approached personally nor to be interested in the matter. Additionally his relationship to Blumey and Rogers is too well known to expect him to figure in their present plans.

The present legal status of Fox Metropolitan is one achieved directly by indie bondholder efforts represented through Attorney Archibald Palmer.

Judge Mack Points the Way

Agreement to come in under 77B came after Federal Judge Mack indicated the method which the parties could employ for that end. There had been objection to the standing of two of the indie bondholder plaintiffs on the involuntary petition. The grounds of objection were that the two in question were discredited bondholders with the downtown committee. This committee controlled approximately 85% of the outstanding bonds.

Federal Judge Mack looked askance at the voluntary petition filed by Fox Metropolitan, after that firm, although in receivership, had suddenly elected new officers and directors so as to be able to file a voluntary petition in opposition to the indie bondholders under Section 77B. One of the counsel of Fox Met was recently named president of the outfit, for the purpose involved. Under section of the new Corporate Bankruptcy Act, the matter of "good faith" is tantamount in asking for that kind of reorganization.

In his observations directed at the hearings, Judge Mack implied he was doubtful about the corporation's voluntary petition coming within the meaning of that part of the act. He had been sitting on the Fox Met case for a couple of years.

In the meantime, Milton Wiseman, attorney for indie theatre operators in New York City, was named by Circuit Judge Mantou to succeed the late John Sherman, as co-receiver of Fox Theatre. Lately is a creditor of Fox Met. In turn, A. C. Blumenthal is an alleged creditor of Fox Theatres for some \$400,000. This money is the supposed settlement fee with Blumey for his commissions on the original Fox theatre deals some years back.

N. Y. to L. A.

Martin Freed.
Al Jolson.
H. B. Kent.
Helen Morgan.
Joe. M. Schenck.
Darryl Zanuck.

1st Runs on Broadway (Subject to Change)

Week of August 24
Paramount—'Cleopatra' (Par) (2d wk.).
Capitol—'Treasure Island' (MG).
Strand—'Dames' (WB) (2d wk.).
Rialto—'Dragon Murder Case' (WB) (2d wk.).
Roxey—'Charlie Chan's Courage' (Fox).
Music Hall—'Catspaw' (UA) (2d wk.).
Rivoli—'Building Drummood Strikes Back' (UA) (2d wk.).

Week of August 31
Paramount—'Cleopatra' (Par) (3d wk.).
Capitol—'Hilouet' (MG).
Strand—'Dames' (WB) (3d wk.).
Rialto—'Dragon Murder Case' (WB) (2d wk.).
Music Hall—'The Fountain' (Radio) (3d wk.).
Rivoli—'Building Drummood Strikes Back' (UA) (3d wk.).

Metro's Own Trailer

Distrib. After Dec. 31

Culver City, Aug. 20. Metro's contract with National Screen Service will be concluded Dec. 31, and from then on Metro will distribute its own trailers. Studio has been making its trailers during the past year, but National Screen still took care of the exhibiting end.

Under the present contract, which has been running since July 1, National Screen paid Metro the negative cost of the trailers, and then split with the studio on profits from distribution.

Warner is only other company producing and distributing its own trailers.

L. A. to N. Y.

Clarence Brown.
Frank Capra.
June Collyer.
Walter Connolly.
Stuart Erwin.
Marjorie Gaten.
Walter Huston.
Alice Joyce.
Willis Kent.
Frank Lawton.
Louise Lathimer.
Sari Maritza.
Al Santell.
Ira Simonson.
Leonard Spieckeglass.
Nate Spingold.
Peter Trent.
Walter Wanger.

Fellow Exhibs Heckle Minne. Board As M. B. Marks Is Heard on Charges

Minneapolis, Aug. 20. Hearing of M. B. Marks, Falls theatre, local neighborhood house, before grievance board here, developed into a free-for-all rag-chewing affair, with a number of independent exhibitors, present as spectators, heckling exchange managers on the board and launching into verbal attacks on distributors generally.

Marks was before board to show cause why his film supply should not be shut off because he violated an order to cease holding 'country store nights' at which grocery packages were distributed gratis to lucky customers. He explained that he failed to appear to answer the original complaint of the Lake Amusement Company, operators of a chain of competing neighborhood theatres, because he thought he should be permitted to run his small house as he pleased.

Two More and Out

After receipt of the board order to discontinue the 'night' he held two more, he explained, because he already had advertised them. On

Lab Workers Want Out Of Labor Code Section

Hollywood, Aug. 20. Film Technicians Local 685, International Alliance Theatrical Stage Employees, has asked International president, George Browne, to use his efforts to have the detailed wage scale classifications of laboratory workers removed from the labor section of the motion picture code.

Executive board of the local, in making the request to Browne, pointed out that lab workers employed in studio plants were dropping out of the union in large numbers because they claimed the wage scale provisions protected them and the local could get nothing further for them.

Opinion of union leaders is that elimination of the specific wage scales for the various classifications of laboratory workers from the motion picture code, will force the delinquent members to realize the protection that the local has given in the past and can provide in the future.

F-WC SETS 25c MINIMUM, ALL SCALES UP

Los Angeles, Aug. 20. General increase in admission prices will be put in effect in virtually all Fox West Coast houses in Southern California within the next two weeks. Plan is to start the admission till Aug. 29 in most of the houses, with others following in rapid order.

A 5c to 10c boost is figured in all cases, with a 25c minimum admission looming.

Various local indie operators are expected to follow the F-WC lead.

RKO-FOX DET. POOL IS RENEWED INDEF

Tooling arrangement between the RKO Downtown and the Fox theatre, Detroit, has been renewed. The arrangement will remain indefinitely, the Fox under the pool getting choice of film and remaining as the vaude house of the two theatres concerned. The arrangement, so far as can be determined, is for the duration of the receivership of the Fox theatre.

Dave Laidig operates the Fox for the receivers.

TALBOT'S STARRER

Hollywood, Aug. 20. Warners is making 'Murder in the Clouds', starring Lyle Talbot, with Ross Lederman directing. Replaces action picture, 'Racing Luck', announced last week.

Amusement Group Tops Procession In Market's General Rise, Reaching Highest Level in Month; Radio Up 3 1/4

Yesterday's Prices

Sales	High	Low	Last	Net
200 Col. Trk.	25	24 1/2	25	1/4
100 Gen. Film.	25	24 1/2	25	1/4
200 East K.	18	17 1/2	18	1/4
2,800 Har. R.	18	17 1/2	18	1/4
1,300 Loe. R.	27	26 1/2	27	1/4
4,400 Har. R.	25	24 1/2	25	1/4
800 Fair.	13	12 1/2	13	1/4
4,500 R.C.A.	54	53 1/2	54	1/4
200 R.C.A.	4	3 1/2	4	1/4
600 W.B.	4	3 1/2	4	1/4

BONDS				
\$4,000	Gen. Tr.	67 $\frac{1}{2}$	67 $\frac{1}{2}$	67 $\frac{1}{2}$
1,000	Loew	101	101	101
18,000	P-F-L	42	41	42
10,000	Do etfs.	41 $\frac{1}{2}$	41	41 $\frac{1}{2}$
35,000	Far-Pub.	43	41 $\frac{1}{2}$	43
5,000	Do etfs.	41 $\frac{1}{2}$	41	41 $\frac{1}{2}$
2,000	W R	53 $\frac{1}{2}$	53 $\frac{1}{2}$	53 $\frac{1}{2}$

Incorporations

NEW YORK

Pollack Music Publishing Co., Inc., music publishing business; capital, \$2,000. Inc. 1040, 1040 Broadway, New York; Sam Pollack, 204 Fairmount, New York; Max Levine, 1534 Selwyn avenue, Bronx.

Signal Theatre Corp., theatrical enterprises; capital stock, 200 shares, no par value. A. J. Harnett, 210 West 10th street, New York; Harry M. Plimstein, 115 North 10th street, New York; and R. P. Myers, The Cambridge, Philadelphia, Pa.

Aerme Productions, Inc., theatrical production; capital stock, \$5,000. Joseph Stark, Alfred Schlesinger and Elsie Stark, all of 218 West 42d street, New York.

Radio News Association, Inc., radio news supply; capital stock, \$5,000. Herbert Moore, Dixon Stewart and Wallace G. Quisenberry, all of 342 Madison avenue, New York.

Namarg Theatrical Corp., theatrical enterprise; capital stock, \$2,000. Abraham R. Sarashin and Elsie D. Parashin, 245 Broadway, and Kazeyri H. Sarashin, 258 Riverside drive, all of New York.

Oceancrest Novelty Co., Inc., automatic amusement devices; capital stock, \$10,000. Joseph Stark, Alfred Schlesinger and Elsie Stark, all of 218 West 42d street, New York.

Radio News Association, Inc., radio news supply; capital stock, \$5,000. Herbert Moore, Dixon Stewart and Wallace G. Quisenberry, all of 342 Madison avenue, New York.

Deer Distributing Corp., sound recording devices; capital stock, 100 shares, no par value. Alfred H. Schultz, Ralph Copland and Harriet E. Cesar, all of 1715 Broadway, New York.

Colpeck Theatrical Enterprises, Inc., Mt. Vernon; theatrical enterprises; capital stock, no par value. Herman R. Bogdahn, 145 Broadway; Sander Feingold and Helen Haupt, 321 York street, New York.

Empire Amusement, Inc., automatic amusement devices; capital stock, \$10,000. Joseph Stark, Alfred Schlesinger and Elsie Stark, all of 218 West 42d street, New York.

Jamaica Sports Bowl, Inc., theatrical, amusement, sporting enterprises; capital stock, 200 shares, no par value. Irwin K. Krohn, 210 Broadway, New York; Joseph J. O'Leary, 116-10 Merrick road, Jamaica, and Joseph A. Farout, 114-71 175th street, New York.

Statement and Designation

American Broadcasting System, Inc., Wilmington, Del.; radio broadcasting station New York office, 1657 Broadway; John H. Hyatt, secretary; 100 shares, no par value. Filed by Telesco, Newton & Lumbard, 30 Broadway, New York.

CALIFORNIA

C. King Charney, Inc., capital stock, 1,000 shares, subscribed, \$3. Directors: C. King Charney, Irvine Colburn.

H. & H. Productions, Inc., capital stock, \$50,000. Subscribed, \$200. Directors: S. Hirsch, Robert Hoyt, Frank A. Callie.

Los Angeles Cinema Club, No capital stock. Directors: Fred Champion, Church Anderson, Franklin B. Steele, W. J. Seemann, C. E. Memory.

Crosby Productions, Inc., capital stock, 1,000 shares, subscribed, \$1. Directors: Harry L. Crosby, Jr., Everett N. Crosby, Philip D. Johnson, Todd W. Johnson, Dorothy Robinson.

Certified copy of Gaumont British Picture Corp. of America, city and state of New York.

Certified copy of Bert Levey Circuit of Nashville Theatres, city and county of San Francisco.

Permits to Sell Stock

Paragon Pictures Corp., motion picture producing. To issue 100 shares of total of \$100, no par value.

Zeppo Marx, Inc., motion picture producing. To issue 50 shares of 1,000 total, no par value.

TEXAS

Gulf Coast Pictures, Ltd., San Antonio; motion picture film; capital stock, \$20,000. Incorporators: George S. McKirby, James Karp; W. P. Traxler.

4 'Widow' Trailers

Culver City, Aug. 20. Irving Thalberg will have four trailers to plug Metro's 'Merry Widow.'

In addition to regular trailer, studio has made an advance trailer to run in two weeks before picture, and a short trailer to run three weeks ahead. Another trailer has been made for radio stations.

Market established a new record yesterday (Monday), the smallest trading for a full day in more than 12 years. Only 270,000 shares exchanged hands but averages slipped only small fractions, and amusement issues were generally firm to higher.

Stock market prices were generally firmer and higher than most of last week, and despite a tendency to take profits over week-end, Dow-Jones Industrial Averages closed at 30.86, up 1.07 points from previous close. Averages rose four times during week were nearly three points ahead of close for preceding week.

Amusement group felt general strength and followed market up, the group of 12 amusement closed 0.812 points higher, at 20 1/2, than the close of preceding week. This group nearly touched 21-point mark, and averages reached highest level in four weeks. The close was even higher than for week ending July 21.

Amusement stock prices, perhaps, were aided in part by publication of several stories hinting possibility that fall of several representative motion picture companies. Had news for group as a whole is out of the way, and dull summer business appears to have been fairly discounted. The 21-point mark has proved a critical level on charts in past, and until this point has been decisively penetrated, a little speculation or over-bought reaction could send prices to these levels. This could easily be overcome should entire stock market go forward on a burst of volume during coming week.

Chances the industrial averages must pierce the crucial 91-92 level before much can be expected. Some chart students are of the opinion that the action of market seemed to indicate that such a penetration would be forthcoming during coming week. Favorable factor tending to indicate that such action may result is seen in obvious drying in bearish drought stories that have held back the whole market. Another bright spot has been action of grain markets, which, strangely enough, suffered several big rallies in past week. The two or three sharp dips apparently cleaned out the 'small fry' in the commodity market, and with professional element about to turn their attention to other fields, more interest may go to trading on stock exchanges. For time being, speculative interest in grain trading appears to have been exhausted.

With several statistical agencies presenting figures to show that farm purchasing power still is far ahead of 1932, and still further in advance of 1933, many traders are inclined to take the bearish drought stories with a grain of salt.

Radio's Leap

Radio Preferred B was still an actor in the amusement group, soaring up more than five points above its close of previous week, and finishing with a net gain of 3 1/4. Performance was done on heavy volume, indicating that the active investors are becoming revived. It never fell to its close of preceding week, and was strong all week. Heavy buying Thursday (16) made it one of truly sensational performances on the board, being nearly four points on the upside in one trip during the day. Radio common also went ahead on big volume on that day, reaching the 85-cent mark for the first time in weeks.

Loew's also acted well, and at one time was nearly two points up from previous week's closing price. It wound up with a net gain of three-quarters of a point. At its peak it was about seven points ahead of the low made during the drastic shake-out during the week ago. With current earnings about five times its current dividend of \$1, this issue promises to go considerably higher.

Fox A also showed up in good fashion, although it was a little behind in the process of accumulation. It closed on top at 10 1/2 or five-eighths of a point ahead of previous Saturday's closing figure. Volume was nearly three times that of preceding week, a favorable sign. Warner Brothers common held firm and showed a slight advancing tendency despite an unchanged closing quotation. Volume certificates again confirmed shrewd traders' opinion that stock is being slowly accumulated.

Other outstanding advances in amusement issues included Columbia Pictures, certificates, up 1/2 points at 28 1/2; Consolidated Film Industries Preferred, up 1/2 points at 13 1/2; Paramount, up 1/2 points at 14 1/2; Metro-Goldwyn-Mayer Preferred, up 1/2 points at 2 1/2; and Loew's Preferred, up 1 point at 9 1/2. Strength in Consolidated Film Preferred was due to a quantity of shares being tendered.

(Continued on page 25)

WOULD UP PRICE SCALES

Would Shift Responsibility of Proof on Defendant in Code Cases

Minneapolis, Aug. 20. Eminent L. Abeles, attorney and disinterested grievance board member, presented to the board an opinion from the Code Authority's office partially confirming his contention that the burden of proof should be shifted from complainant to defendant in all cases as a permanent policy. Motion was voted down 3 to 2.

Code Authority, reiterating that the local boards have no power to compel defendants to produce contracts, books, reports and other desired data for examination, explains that a request for such evidence can be made and that if it is not furnished the fact should be regarded as prima facie proof of the defendant's guilt.

When Abeles made his motion regarding the shift of the proof burden to the defendants it was bitterly assailed by W. A. Steffes, president of Northwest Allied States, who declared that it contradicted all prevailing ideas of justice based on English common law.

William Heick, Calumet theatre, Calumet, Minn., has filed another complaint with the local zoning and clearance board against S. E. Heller, Hlalto theatre, Grand Rapids, Minn., alleging that Heller, who has 10 to 14 days' first-run clearance over him, is selling five 35c tickets or six 25c tickets for \$1, although supposed to maintain a 35c admission, as compared to Heick's 25c.

Heick also charges that Heller redeems the "cut-rate" tickets at "Take-a-Chance Nights" at which double features are presented, so that patrons actually see two full-length films for 20c.

The zoning and clearance board dismissed the initial case against Heller "without prejudice to the complainant" because of lack of evidence and failure of the complainant to make a personal appearance. Contending that the zoning complaint does not contain any additional evidence, Heller is ignoring it and will make no answer.

LINCOLN' NEB., SUNDAY SHOWS WIN OUT BY 2-1

Lincoln, Aug. 20. After battling 20 years here, liberals finally scored a blue nose victory and the Sunday amusement vote was 2 to 1 in favor of allowing the seven-day showings at the Aug. 14 primary. The last vote, taken in 1926, was a reversal of this situation lining up against the issue 12 to 7.

Bob Livingston, campaigner and Capitol manager, stated the seven-day showing would start with Sunday, Sept. 2, in conjunction with the State Fair opening. He estimates about 35 people will be put to work at the various houses since it is the intention of the theatres to allow every one a day off and swing staffs will be needed to fill the holes. About \$5,000 was used on the war chest to win this election. Even the most optimistic gave a possibility only a 50-50 chance in getting the polls opened, but on way. Half of the city's 81 precincts are heavily against than for. Police station men, restaurants, drug counters and newspapers look for considerable additional revenue after the opening. Change days will be moved from Mondays to Fridays.

FELLOWS' STONEWALL PIC

Charlotte, N.C., Aug. 20. Plans for production of a feature film here, based on the life of General Stonewall Jackson, have been announced by Willis S. Fellows, Gen. Jackson's widow lived here after the Civil War until her death. Fellows comes from Hollywood, where he was a producer. He is the father of Edith Fellows, who has been in several recent pictures, including "Mrs. Wiggs of the Cabbage Patch" (Paramount).

B&K LOSES TWICE

Great Distance Nullifies Protection Clause Rules C.A.

Chicago, Aug. 20. B.&K. complaining on its protection clause of no previous advertising by the name Indes lost twice before the local code board, to the Lane Court theatre and the Alamo. Alamo showed the distance to any competing house was so great that protecting clause was not needed. In the case of the Lane Court defense was taken on the grounds that if there could be no previous advertising it would work a hardship on the theatre. In which case the code permits seven-day previous advertising. Then the Lane Court got additional three days on the grounds that they mail their ads, and since shows change Sundays letters must be sent out Friday in order to benefit by the seven-day clause.

Minnesota Exhibitor Denies Unlawful Use Of Free Merchandise

Minneapolis, Aug. 20. A showdown on the matter of shutting off an exhibitor's film supply for violation of a local Code Authority board's order was deferred when the board dismissed the complaint against S. F. Heath, Wells, Minn., exhibitor, because of lack of sufficient evidence.

F. L. Roloff, Mapleton, Minn., exhibitor, had complained to the board against Heath, alleging that the latter has continued to hold "Merchant Nights" in violation of an order to cease and desist. Heath appeared before the board when ordered to show cause why his film supply should not be shut off and denied the charge. He claimed merchants furnishing patrons with free or reduced priced tickets to his theatre are paying him the full minimum admission for them.

Heath is a member of Northwest Allied States, which is opposing the code, and it was predicted that the organization would use this case as the basis for a court test suit to determine the power and authority of the code boards to bring about a cessation of film service for offending exhibitors. That such a test will be made in due course is admitted by W. A. Steffes, president of Northwest Allied States.

HOW TO LEGALLY TILT ADMISSIONS

1934-35 Boxoffice Prices Loom Lower Than 1925—It Was 20c Then and Now Looks to Average 15c

30c WAS HIGH

National theatre admissions are lower today than they have been since 1925. Then the average was 25c, staying at that level until 1928. For the first two years of sound it hit a peak average of 30c. Since then, until now, it has remained at 20c. With the prospects of that average hitting an almost nickelodeon low of 15c during the 1934-'35 year industry overseers are searching frantically for a stop-gap.

With a drop in patronage over the past four years, after fluctuations and despite an improvement during the past year, the decline in the b.o. gate is regarded just that much more seriously.

Reaching around for a solution, since the industry has never been confronted with a problem having so many angles, film leaders, aware of the impotence of the NRA in this respect, see only these two moves:

First, that exhibitors in competitive situations come to voluntary agreements among themselves as to a minimum price.

Second, that distributors refuse to license films to exhibitors now deliberately underselling their competition and injuring the entire business as the result.

Sundry Theories

The theory of some industrialists that a national box office scale, with theatres classified according to draw, etc., should be established, is tabled by current b.o. research men.

There can never be a nationalized b.o. score card, they hold. Theatre admissions are automatically fixed by the market for films in the community where each theatre is located. The admission that brings the largest boxoffice return to the box office must be the established scale for that house.

In territories where there is marked exhibitor competition theatre owners must, among themselves, come to an agreement as to what constitutes dangerous price cutting. Figures at hand show that

Must Find Another Dues-Collecting Basis to Support Code Authority

Seiz the C. A.

Los Angeles zoning board's attempt to give the Code Authority the needle on its hands-off ruling on double features, drew this Monday (20) from NRA aides.

The zoning boards have no authority under the film code. They will abide by the rulings of the Code Authority. Neither directly nor indirectly will they be able to penalize exhibitors who double feature.

L. A. LOOKS FOR Z-C SKED SEPT. 1

Los Angeles, Aug. 20. Zoning and clearance board has completed its schedule and the pact is on the way to the Code Authority in New York.

How the sked will fare with the C.A. is problematical. General belief is that the C.A. will proceed with the hearing of the numerous appeals filed against the local board's decisions, and will then rule as to legality of the sked set up. Further belief is, however, that there will be no zoning clearance in operation until Sept. 15.

where, for instance, two theatres average \$1,000 with 25c admissions, the one that cuts to 20c enjoys only an increase of about \$200 while the exhibitor who sticks to 25c quite often suffers a loss of \$400. In other words, the b.o. students hold that such cutting in such instances often results in the disappearance of \$200 worth of customers.

They maintain that this is not an isolated instance but one, on such a pro rata basis, which can be applied up and down the b.o. line.

Price fixing is illegal. That is another handicap to more drastic means of reviving the national admissions average. The agreements among exhibitors, therefore, are not legally enforceable.

As for distributors exercising their copyright prerogatives, the b.o. make-up of the country varies so widely and in so many details that were the distrib to take an arbitrary stand he might cause the admissions rate to be excessive, or too low, causing loss of patronage one way or the other.

Washington, Aug. 20. Proposed \$180,000 budget for financing enforcement of film code in production end of picture industry was filed last week by National Recovery Administration following receipt of 37 complaints against size and method of assessments.

Estimate was formally disapproved by division of research and planning at suggestion of Division Administrator Sol A. Rosenblatt, and Code Authority was told to think up another method of collecting necessary cash from producers and distributors. NRA will make no attempt to devise assessment procedure, however, holding it is strictly a C.A. responsibility.

U.A.'s Attitude Principal sawkaws came from United Artists and Universal, who called for consideration of gross receipts in fixing levies, while other companies followed these examples and submitted supplementary protests, using same argument. U.A. pointed out it had been placed in the \$30,000 category along with Paramount, M-G-M, Warner Bros. and RKO, but that its business volume was much smaller than competitors in the top bracket. Contended number of features released and gross take should be principal factors upon which assessment method is based.

Because of number and tone of protests, Rosenblatt denied requests for public hearing, feeling a new attempt would be far preferable to airing grievances about such an unpopular subject.

MIAMI C-Z RULE GOVERNS ALL '35 SALES

With zoning revealed over the weekend to be more muddled nationally than ever the Code Authority is preparing to establish another iron-clad understanding for distributors, exhibitors and the entire picture country.

At its meeting Thursday the C.A., according to NRA aides, will probably hold that all contracts now being made between distrib and exhibs prior to the establishment of territorial zoning will have to be contingent on the basis that, regardless of existent terms, final protection will be determined by the Blue Eagle.

A recent ruling on a Miami zoning dispute will probably be used for the protection precedent, just as the Milwaukee case has subsequently been cited as the standard on double featuring.

In the Miami opinion the C.A. states:

"...the clearance and zoning schedule for Miami shall be effective with releases of the 1934-'35 season, irrespective of the dates upon which contracts for such releases were executed between exhibitors and distributors."

Indies Woolworthed but C.A. Kayoed That Idea

One of flashing blows against the fight which indies have been waging for a reduced fee admission was handed down by the local Code board to the Columbia and Princess theatres in Peoria, and the Avon, Deatur, Public Great States in both Peoria and Deatur complained that these indies were violating the minimum clause. Theatres were taking customers in for 5c; also going to 10c but refusing to take person in envelopes.

PRICE-FIXING SOUGHT BY SMALL LABS DENIED AS NRA REVISES THE CODE

Compromise on Laboratory Labor—New Code Authority Minus Present Trade Assn. Stepping Out—Big and Little Firms at Cross-Purposes Throughout

Washington, Aug. 20. Efforts to fix prices in motion picture laboratory industry were suddenly abandoned last week at the instance of the National Recovery Administration and compromises and general agreements were reached in short order on principal features of revised laboratory code.

Price-fixing issue, which provoked bitter expressions of opinion and split the industry into two militant factions at last week's public hearing, was sidetracked by Deputy Administrator William P. Earnsworth. Industry leaders agreed to continue

operating under the existing general clause which prohibits each individual lab from selling its services at less than cost.

Taking the stand that major economic troubles in this field result from lack of volume rather than from destructive price-chopping, Earnsworth warned small units, who formed the bulk of support for the proposed price-fixing clause, that any attempt to establish a uniform fixed charge would work greater hardship on little laboratories than on their large competitors. Point finally was clinched by

citing NRA policy statement which ordered abandonment of price-fixing measures except in emergencies.

Changes in code authority composition, labor clauses and tentative budget were generally agreed upon within 48 hours after hearing wound up, but actual text of compromise draft remains to be written and may be submitted to the industry for formal assent.

Compromises provide:

1. That basic minimum wage shall be boosted from \$5 to \$16 a week, highest figure found in any of the 200 existing NRA compacts.
2. All employees who do not receive overtime pay shall be given two-week vacation with pay.
3. Code administration will be turned over to a new code authority, with industry's trade association stepping out of the picture, but liberalizing its membership regulations.

(Continued on page 11)

Much of the success of the broadcasts is the result of the skill of Carmen Tessier, Poste-Parisien's femme announcer, who explains the films and gives the fans what they miss by not seeing the screen.

Films are picked by Edouard Jondron, who looks them over the first time with Miss Tessier, and they decide together on the cuts necessary to reduce film to broadcast length—always less than theatre length—and to get rid of parts not understandable to mere listeners.

Let's get it Housewife' (WB) about
two C's better.

Providence Feels Better; 'Island' \$15,000, Strand 8 1/2 G's, All Others Up

Providence, Aug. 20.

Encouraging signs in some sectors along the main line. But just as pulled down others. Two houses here are positively in the money, and the first time this summer too, during the torrid summer months.

Strand is sprinting forward with an unbelievable jump. Though it can't be said that this week's twin bill is not plenty forte, the reason for the sudden stimulation is laid to the twin bill-shootout account of the change in name of house. Business way beyond expectations, and the week should see at least \$5,500 in the till, judging by the present pace.

Loew's State sprint forward, too, because of the main picture attraction, "Treasure Island." All the kids in town are fighting to see this classic and for the first time in months the house will be in the money at magnificent gross of \$4,000.

Other two main stands are doing just so-so, although pic fare is above average. Majestic, with "Man With Two Faces" and "Friends of Mr. Sweeney" might have done something if the opposition wasn't so tough this week. "Hat, Coat and Glove" and "Their Big Moment" at the RKO Albee should find gross around \$4,000, neck and neck with Majestic.

Pay's, dark all summer, is preparing to take down the shutters and ready for operation week after next.

Estimates for This Week

Loew's State (3,200; 15-25-40)—"Treasure Island" (MG) and "Vandenberg" (MG). One week that pic and vaude pulling, and plenty of it, too. Splendid start induced house to go to four-a-day over the week-end and response was good. The picture is packing the theatre at all performances, and the older folks are flocking, too. House should stick close to \$15,000, sweetest gross in the city this summer. Last week "Straight Is the Way" (MG) was aided by cool weather, but strength of picture was not sufficient to carry gross over \$10,000, ok.

Majestic (Pay) (2,200; 15-25-40)—"Man With Two Faces" (WB) and "Friends of Mr. Sweeney" (WB). Bill average, and clicking all around, but the week has plenty of bumps with opposition so strong. Most house can garner will be \$4,000, up a notch, but still in the so-so class. Last week "Handy Andy" (Fox) and "Upper World" (WB) also fairly good at \$3,700.

RKO Albee (2,000; 15-25-40)—"Hat, Coat and Glove" (Radio) and "Their Big Moment" (U). Although these two pictures are slightly better than what has been offered in the town (U) and "Blind Date" (Col) also managed to stick around the \$4,400 mark.

RKO Victor (1,600; 10-15-25)—"The Moth" and "Beyond the Law." Should see close to \$1,000 for split week. Last week "We're Back Again" (Radio) and "I Can't Escape" (Beacon) was close to \$950 for split week.

Strand (Radio) (2,200; 15-25-40)—"She Loves Me Not" (U) and "Here Comes the Groom" (Par). Change in name of house from Paramount to Strand is having a stimulating effect on the box office. House is in the money this week. Opening day the crush to get in was terrific, despite jelling rain through the afternoon and night. Grossed over \$8,500, almost triple of what house has been getting recently. Last week "Ladies Should Listen" (Par) and "Happy Landings" (Mono) was very bad at \$2,500.

Estimates for This Week
Blue Mouse (Hamrick) (1,400; 25-35)—"Here Comes the Navy" (WB). Getting the kate, this being first Canney pic in a blue moon to get going here. Eye on \$4,000, a nifty total. Last week "The Moth" (WB) netted with only \$2,900.

Rox (1,100; 15-25)—"Murder in Private Car" (WB) and "Blind Date" (Col) dual, 3 days; "City Limits" (Mono) and "Sweden, Land of Vikings" (State Rights) dual, 4 days. It may add up to \$3,300. Last week "Grand Canary" (Fox) and "Defense Rests" (Col) dual, 3 days, brought \$1,800. "The Showoff" (MGM) and "Wild Girl" (Fox) dual, 4 days, brought week's total to good \$3,200.

Blue Mouse (Hamrick) (1,400; 15-25)—"Bachelor Hunt" (Radio) and "Man With Two Faces" (WB) dual, split with "Born to Be Bad" (UA). Nice selling suggests \$1,900. Last week "The Kew" (WB) and "Embarrassing Moments" (U) dual, split with "Midnight Alibi" (FN) and "Let's Try Again" (Radio) dual, steady and fair, \$1,400.

Estimates for This Week
Arcadia (1,600; 25-40-55)—"Fashioned Way" (Par). Should do a satisfactory \$2,000 in this second-run engagement. Last week "Kiss and Make Up" (Par) \$1,800; "Dixie" (MGM) and "The Showoff" (WB) dual, 3 days, \$1,400.

Early (2,000; 40-55-65)—"Housewife" (WB) and "Hutton Girls" (WB) dual, 3 days; "City Limits" (Mono) and "Sweden, Land of Vikings" (State Rights) dual, 4 days. It may add up to \$3,300. Last week "Grand Canary" (Fox) and "Defense Rests" (Col) dual, 3 days, brought \$1,800. "The Showoff" (MGM) and "Wild Girl" (Fox) dual, 4 days, brought week's total to good \$3,200.

Treasure Island' Dual With 'Embarrassing' in Omaha, Average \$8,000

Omaha, Aug. 20.

With the air races out of the way and the Alaskan Den shows closed a couple of weeks past, theatres are now having all to themselves. Nothing unusual in line of theatrical or entertainment attractions for next couple of weeks, so John Public has to depend on the theatre for his only amusement except the beaches. Theatres doing fairly well by the public for summer fare, though holding off big stuff for the fall spurge.

Orpheum continues leading the way, with "Treasure Island" the big one this week. The filmed classic is now having all to themselves. Little trouble holding to the course set by standard attractions for the month past. World and Brandeis fall in line with fairish pic, but not bad for summer.

Estimates for This Week

Orpheum (Blank) (2,786; 25-40)—"Treasure Island" (MGM) with "Embarrassing Moments" (U) as a dual partner. Around \$8,000, good. Last week "Girl From Missouri" (MGM) on a twin bill with "Mr. Sweeney" (WB) in the same boat. Good week at \$8,000.

Brandeis (Singer) (1,200; 20-25-35)—"Man With Two Faces" (FN) and "Blind Date" (Col). Two more pictures, slightly better than the last two. Perhaps \$4,000. Last week "Return of the Terror" (FN) and "Lady Is Willing" (Col) were the twin bill. Nothing to brag of and the grosses were likewise, \$3,900. Fair enough for a hot summer week.

World (Blank) (2,100; 25-35)—"One More River" (U) couple with "Paris Interlude" (MGM). Hard to tell which is the attraction, but the near even balance. Off to a good start and probably a wind-up near \$4,200. Last week "No More Women" (U) and "The Thin Man" (MGM). Nearly as much comment over the second showing as over the first play date of the skinny guy, and the house did okay with \$4,250.

MORE THEATRES OPEN IN ST. L. MORE BIZ

St. Louis, Aug. 20.

Number of theatres here is increasing and so is the number of pictures which make good business. From only a pair of first-run couple of weeks ago, there are now five open houses, but only four programs as Fox and Ambassador, due to shortage of product, are still day-and-dating their pictures.

At that the scheme worked pretty well the first week with WB leaders. It's not going so good this week, however, with Harold Lloyd, though the comedian would have done well enough at a single theatre. As it is, he'll probably get \$16,000 at the two, thus providing a little profit in spite of the double overhead.

Well, the money, too, is Loew's State. If the pace continues, the

'Paw,' \$7,500, Seattle Top Grosser; 'Canary,' \$7,000; 'Drummond,' \$5,700

Seattle, Aug. 20.

Seattle leads the coast baseball league for first time in years (so late in season) and the team playing night ball here, is getting 6,000 to 8,000 attendance. This is good baseball news, but bad show news.

Loop street car service is considered a help to downtown shows, especially for nite biz, as Pike, between First and Fourth, takes on metropolitan air, with transfers at this street, bringing crowds to heart of town.

Seattle getting ready to renew its "Polish" annual summer celebration, dormant the past 20 years. Big affair expected to draw 200,000 to the burg next week, as last one in 1914 returned in 150,000 celebrants. This should help show takings, although street attractions will divert. Charles Zeigler carry booked by Polish committee for four days and nights at sixth and Bell streets. Light opera goes into Seattle Yacht club for three nights. Dancing will be other show opposit, as well as fireworks, but on wide scale should help perk up biz and justification, with Longears race track and beer spots to profit, too.

Estimates for This Week
Blue Mouse (Hamrick) (1,000; 15-25)—"Their Big Moment" (Radio) and "Return of the Terror" (WB) dual. Expected to garner \$2,800, good. Last week "Mr. Sweeney" (WB) and "Love Captive" (U) good \$2,900.

Coliseum (Evergreen) (1,500; 15-25)—"Midnight Alibi" (FN) and "Kiss and Make Up" (Par) dual. Off with big rush, headed for \$4,900. Last week "Stand Up and Cheer" (WB) and "The Thin Man" (MGM) dual, fair \$4,400.

Counting for \$1,800 in four days. Fifth Avenue (Evergreen) (2,400; 25-40)—"Cat's Paw" (Fox) and "Big Play" for Lloyd in lights and papers, indicated to reach \$7,500, good. Last week "Girl From Missouri" (MGM), \$6,400.

Liberty (3-11) (1,500; 10-25)—"Countess of Monte Cristo" (U) and "Man from Utah" (Mono) dual. Progressive steady \$3,500. Last week "Sisters" (WB) and "The Big Race" (Mono) dual, fair \$3,300.

Musie Box (Hamrick) (950; 25-35)—"One More River" (U). Good campaign helping for probable \$3,500. Last week "Here Comes the Navy" (WB) hit \$4,400.

Musie Hall (Hamrick) (2,300; 25-40)—"Building a Dramma" (WB) and "Back" (UA). Looks to do \$5,700. Last week "Bachelor Ball" (Radio) pic meant nothing, with Hal Grayson orchestra on stage no real draw, but fair at \$4,700.

Paramount (Evergreen) (3,100; 25-35)—"Grand Canary" (Fox). Modernistic "Television" stunts on the public out in the streets again. Buffano's band, building for \$7,000. Last week "Old-Fashioned Way" (Par) and stage, Henry, the mangle worker, okay, \$6,400.

Estimates for This Week
Century (Public) (1,600; 25-35-40)—"Stand Up and Cheer" (WB) and "Ladies Should Listen" (Par) dual. Around \$4,500 looks like top, fair. Last week "Missouri" (MG), \$7,500, good.

Orpheum (Public) (2,500; 25-35-40)—"Lady Willing" (Col). Lasted only four days, out Monday night, \$1,000, poor. "Blind Date" rounds out the week. Last week "Hat, Coat and Glove" (Radio) and "Ladies Fair Scandals" on stage, \$11,500, profitable and good.

World (Steffes) (2,300; 25-35-40-55)—"Husling" (WB). Swedish language picture looks good for around \$1,000, fair. Last week "Thunder Over Mexico" (Lessor), \$500, poor.

Uptown (Public) (1,200; 25-35)—"Constant 13" (MG). About \$2,000 indicated, fair. Last week "Miss Kately" (Par), \$2,600, good.

Lytic (Public) (1,300; 20-25)—"Shiners" (Fox). Should up \$2,000, fair. Last week "Clan's Courage" (Fox), \$2,500, good.

Grand (Public) (1,100; 15-25)—"Change of Heart" (Fox) and "Manhattan Melodrama" (MG), second runs, \$1,000, poor. Last week "The Thin Man" (MGM) and "Lady Willing" (Col), second runs, and "Lady Willing" (Col), first run, split, \$1,100, fair.

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Tacoma Long Time No See Canney, but 'Navy' Reverses Trend, \$4,000

Tacoma, Aug. 20.

Fiz ups at the Music Box with "Here Comes the Navy" having catchy title that starts 'em in this sometimes-navy town. Roky is finding the low attendance prices for the summer good medicine for the box office. Duals split at this spot are building up following at low cost, tending to make a family appeal.

Estimates for This Week
Music Box (Hamrick) (1,400; 25-35)—"Here Comes the Navy" (WB). Getting the kate, this being first Canney pic in a blue moon to get going here. Eye on \$4,000, a nifty total. Last week "The Moth" (WB) netted with only \$2,900.

Rox (1,100; 15-25)—"Murder in Private Car" (WB) and "Blind Date" (Col) dual, 3 days; "City Limits" (Mono) and "Sweden, Land of Vikings" (State Rights) dual, 4 days. It may add up to \$3,300. Last week "Grand Canary" (Fox) and "Defense Rests" (Col) dual, 3 days, brought \$1,800. "The Showoff" (MGM) and "Wild Girl" (Fox) dual, 4 days, brought week's total to good \$3,200.

'Cleopatra' \$13,000 in Philadelphia; 'Housewife,' Hutton Girls, \$13,500

Philadelphia, Aug. 20.

Looks like some real action in Philly's downtown film sector this week, first in some time. Even the weather turned to an almost full moon, like coyness to usher in the six-day period.

DeMille's "Cleopatra" reopened the Boyd on Friday. House was closed a much shorter time than usual. Hadn't been figured to redit until middle of September. "Cleopatra" got off to a pretty good start and with the extra advertising shills should hook on to a gross of \$13,000 or even \$14,000. That's three or four grand more the Boyd's recent weekly average.

Estimates for This Week
Arcadia (1,600; 25-40-55)—"Fashioned Way" (Par). Should do a satisfactory \$2,000 in this second-run engagement. Last week "Kiss and Make Up" (Par) \$1,800; "Dixie" (MGM) and "The Showoff" (WB) dual, 3 days, \$1,400.

Early (2,000; 40-55-65)—"Housewife" (WB) and "Hutton Girls" (WB) dual, 3 days; "City Limits" (Mono) and "Sweden, Land of Vikings" (State Rights) dual, 4 days. It may add up to \$3,300. Last week "Grand Canary" (Fox) and "Defense Rests" (Col) dual, 3 days, brought \$1,800. "The Showoff" (MGM) and "Wild Girl" (Fox) dual, 4 days, brought week's total to good \$3,200.

"Mr. Sweeney" (WB) and vaude. Raves for him. Biz only \$12,500. Boyd (2,400; 40-55-65)—"Cleopatra" (Par). House reopening earlier than expected. With a campaign, expects \$13,000 or \$14,000.

Fox (3,000; 30-40-60)—"World Moves On" (Fox) and stage show. Held in for second week and with great word-of-mouth expects \$18,000 or better. Last week, after slow start, hit \$20,000.

Karlton (1,000; 30-40-55)—"Let's Talk It Over" (U). Doesn't look very hot; \$2,500 likely. Last week "Elmer Fend" (Radio) and "The Showoff" (WB) dual, 3 days, \$1,400.

Stanley (3,700; 40-55-65)—"Treasure Island" (MGM). Maybe \$12,000. Last week "Hudson's Bay" (Radio) and "The Showoff" (WB) dual, 3 days, \$1,400.

Stanton (1,700; 30-40-55)—"Defense Rests" (Col). Got for \$3,500. Last week "The Showoff" (WB) and "Wild Girl" (Fox) dual, 4 days, brought week's total to good \$3,200.

Gods Destroy (Col). Got great notices and hit \$5,500. Not wonderful, but better than house has done in some time.

Cooling Rains, Harlow And 'She Loves' Up Biz In Lincoln; Sundays OK

Lincoln, Aug. 20.

Cooling rains nearly every night during the past week and the optimistic slant which always develops about college opening, which is about three weeks away, has helped the public out in the streets again and the theatres are putting on steam with some excellent bills. This week the two acts get Harlow's "Girl from Missouri" (Lincoln) and "She Loves Me Not" (Stand).

The purity campaign never amounting to very much as a b.o. curb here has just said enough about the Harlow quality to make this pic go above average. Also, the claims of line society broken last week by the 2-to-1 vote favoring Sunday shows, indicates local people are not so big a hater of the cinema as it is concerned. It is probable, therefore, that the business has been back since he turned the first fire and both houses are below par with pure product. News should break by Sept. 1, however.

Estimates for This Week
Colonial (LTC) (750; 10-15)—"Murder in Private Car" (WB) and "Beyond the Law" (May) split. Fair \$750. Last week "Two Alone" (Radio) dual with "The Headman" (WB) dual, 3 days, \$750.

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Colonial (LTC) (750; 10-15)—"Murder in Private Car" (WB) and "Beyond the Law" (May) split. Fair \$750. Last week "Two Alone" (Radio) dual with "The Headman" (WB) dual, 3 days, \$750.

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Among the Women

By The Skirt

Best dressed woman of the week:

ILOMAY-BAILEY
Palace

The Palace show was brightened by the presence of Ilomay Bailey and Lee Sims. Miss Bailey wore a stunning white lace gown made with a knee flounce, the bodice high in front and no back, ornamented with one jewel.

A young miss with Larry Rich sported a short bob and fringe. Her outfit ran to suits, the first being of white satin made long and plain. The second was of yellow cloth, Rich addressed her as Cheryl.

There were two girls with the Samuel Brothers. They walked across the stage at the opening of the act in sports dresses, then one came back for a high kicking stunt in blue sequins made very short and sporting a white bodice. Both girls joined the boys in soldier uniforms of white cloth oddly fashioned with white satin sleeves. A blue stripe ran down each trouser leg.

The blonde miss of Hunter and Percival appeared first in a red lace dress made very simply with jeweled clips and buckle. A second change was a green and white print.

Grand Central Station

Radio City resembled Grand Central Station Saturday (18) with the hundreds of people milling in and out, and all for the splendid Harold Lloyd picture, "The Cat's Paw." Una Merkel, playing opposite the star, is her wisecracking self.

As a hotel cigar counter attendant Miss Merkel is seen in a variety of frocks of what is known as the one-piece sports model. They are mostly dark with collars and cuffs of lighter material. The one evening frock was of black satin with a square neck banded in folds of white. There was a white sport coat and several small hats, and one negligee of two-toned material.

The stage show would answer handsomely around Christmas time. It is called Sensational and shows a tank circus, a hot dog stand, and a number done by the chorus which was indeed a novelty. The stage, pitch dark, was strung with frankfurters going through all sorts of gyrations. Rolls joined the sausages and even a bottle of mustard.

Ray and Sunshine did their acrobatics in white satin full pants with green bodices. A real merry-go-round was too wonderful.

As kiddies in this number, the Rockettes were in short white frocks, knee length, painted in circles of all hues and blue and white striped blazers with blue pants and caps of red.

'Dames'

'Dames' has finally reached Broadway. No great shakes as a picture, but the production numbers of Busby Berkeley are up to his usual standard. Showing at the Strand and to good business.

Ruby Keeler heads two of the big numbers dressed as the chorus in black tights with white ruffled tops with huge headresses. An all-white number has Ruby and the girls in hooped skirts of white ruffles and plain bodices. They fade into plain satin slit gowns.

What looked like hundreds of cellophane trimmed beds had the girls in nighties. The beds disappear and dressing tables take the stage. The unpleasant story finds Ruby Keeler in several neat cloth dresses and one plaid organdie. Hats were of the off the face type.

Joan Blondell does a neat job as a musical comedy miss. She looked very nice in a long black frock made with a double-breasted bodice with the collar scalloped. A large hat was worn with this frock. Miss Blondell leads an amusing laundry number with her hair in a large pompadour. Also a dance number, in ruffled pants with a brassiere consisting of a huge meline bow.

Grand Film

'Bulldog Drummond Strikes Back' at the Rivoli is a grand picture, however ridiculous the story. Plenty laughs and suspense. Has you sitting on the edge of the chair one minute and the next 'Howdy' you could one ask of a picture? Loretta Young, playing opposite Ronald Colman, wears but one outfit, a print dress under a beaver trimmed coat and a small brimmed hat. The picture starts off with a smart wedding with Una Merkel a much bearded bride. At the wedding reception she is in a white satin gown with fur on the shoulders held in place by jeweled clips. A fox cape is shown and also a lace negligee.

A very oriental looking miss was vanquish in a black satin gown made with the much abused high neck effect held in place by a collar of gems.

last week with 'Housewife' and 'She Learned About Sailors'.

Nothing else exciting. Keith's Memorial will die at \$5,000 this week. 'Romance in the Rain' (U). It gets \$5,000, no one will believe it. It follows 'One More River' (U) which did a little better, \$6,000, but only by an extra day's biz.

Estimates for This Week
Keith's (RKO) (2,900; 25-40-55)
—'Romance in the Rain' (U). If it gets \$5,000, no one will believe it. It follows 'One More River' (U) which did a little better, \$6,000, but only by an extra day's biz.

Boston (RKO) (3,200; 25-30-40)
—'Adventure Girl' (Radio) and 'Joan Lowell' in person, and 'Their Big Moment' (Radio). Looks like \$5,700 or so here, terrible. Murder was a little more refined last week with 'Hat, Coat and Glove' (Radio) and 'Manhattan Love Song' (FD), which hit \$8,000.

Orpheum (Loew) (3,000; 30-40-25)
—'Girl From Missouri' (MG) and 'Kiss and Makeup' (Par) split. Not good but enough, \$300. Last week 'Bitter Sweet' (UA) and 'Great Flirtation' (Radio) first, with 'Big Moment' (U) closing week did also \$400, by last half string.

Rialto (Carnegie) (1,100; 10-15-25)
—'Beggar's Holiday' (Maj) dualled with 'Behind Jury Doors' (Maj) and 'Demon for Trouble' (Maj) split. Fair enough, \$300. 'Rent a Value' (Maj) and 'Big Time or Bust' (Maj) paired, and 'Law and Lawlessness' (Maj) split week, so-so \$725.

Stuart (LTC) (1,900; 10-25-35)
—'She Loves Me Not' (Par). With ad \$2,900, good. Last week 'Handy Andy' (Fox) finished with about \$3,100, which was result of steady play, each day's take running about even.

In major circles, which were still

Hayes-Indies

(Continued from page 5)

light of an outlawed class with the public.

Although awaiting a consensus of opinion Friday night, Hayes-anti-indie in the ranks frankly expressed the belief that they had waited too long to make morals an issue with the NRA, and that little headway, and considerable adverse boomerang will be the result if the course finally adopted is to campaign for the Code Authority taking into itself morals supervision now handled by Hayes. In Hayes circles the formal explanation simply is that the inflated circuit morals has not a natural part of the general clean-up instituted by majors.

Takes Edge Off Duals Victory

Most of the glamor of the double feature victory was dissipated in independent producer home offices with reports that affiliated theatres, the prize booking of any indie picture, will have no use for films that have not the official purity seal of the Hayes organization.

Some of the indies were inclined to the belief that Haystes have meant, that the no-sell, no-rental threat is in retaliation for the indies scoring one on bringing about legislation of duals.

What the indie producers are going to do about it was admittedly a problem late last week. Strategists in their ranks had previously regarded the morals clause in the code as a club over the majors to force them to recognize duals. Major ranks, however, had refused this as a compromise. When duals from anyhow indies were more or less in the frame of mind of letting the morals matter just ride.

When they heard quite abruptly that the majors were preparing to turn the morals club on their own heads, and through it deprive them of some of their most coveted bookings, they were admittedly taken unawares.

They had threatened some time ago to make morals an issue if duals did not change the same state last week. They figured too much is at stake, that the issue is too delicate. In addition to possibly losing out with the affiliates—and they prize one such booking over a flock of bona fide indie exhib signatures—some of them also saw possible loss of prestige with the public for not negotiating with the NRA on their own films. They decided that before taking any concrete action on the movement suggested by W. Ray Johnson, Monogram head now on the west coast, that they had better call a quick-huddle of the Federation of the Motion Picture Industry, their downy eastern fraternity, before making any move, least of all demanding a morals showdown by the NRA through the Code Authority. At the time, however, there were some in their ranks who figured the wisest step, after all, would be to let Joe Breen and J. J. McCarthy pass on their pictures and advertising.

In major circles, which were still

Fox-Skouras' Theatre Acquisitions Puts Wisc. Amus. Ent. on Top; One Policy Incl. Cocktail Bar, Dancing

smirking over the double feature upset, there was at first a kindly open-door policy for all indie makers who want to let Breen look at their pictures. It won't cost them anything, and their pictures will get the same treatment that Hayes member-company pictures are receiving. What is deemed bad will have to be deleted and the good can stay.

But major circles maintain that already some of the larger indie makers accepted the invitation only for a picture or so, and then as quietly withdrawn when Breen ordered deletions. In other words, they report the indies will not abandon their can't-take-it-complex before they can get seals.

Majors will fight to the last ditch against indie contentions that the NRA should set up the morals machinery—not the Hayes Organization. The morals code was adopted long before the NRA was thought of, majors maintain. Now they are giving it this highly significant light.

Hayes didn't write the code. The Catholic Church did. If the indies don't want to recognize the code they are virtually affronting the authors of the Legion of Decency.

LINCOLN

(Continued from page 10)

ters (Maj) and 'Lone Trail' (Maj) split week, gathered all right \$225 with help of 20-minute reel on Dillinger exploits last half.

Kiva (Carnegie) (1,500; 10-15-25)
—'Blind Date' (Col). Should do better than average, \$600. Last week 'Most Precious Thing' (Col) a bouncer at \$450.

Lincoln (LTC) (1,600; 10-15-25)
—'Girl From Missouri' (MG). Looks like the money, good \$2,300. Last week 'Many Happy Returns' (Par) with Zoe Lijaj split week, and double bill, Aladdin \$5,500, Denham \$3,500, Denver \$10,500, Orpheum \$3,000, Paramount \$1,500.

Orpheum (LTC) (1,200; 10-15-35)
—'Let's Try Again' (Radio) and 'Kiss and Makeup' (Par) split. Not good but enough, \$300. Last week 'Bitter Sweet' (UA) and 'Great Flirtation' (Radio) first, with 'Big Moment' (U) closing week did also \$400, by last half string.

Rialto (Carnegie) (1,100; 10-15-25)
—'Beggar's Holiday' (Maj) dualled with 'Behind Jury Doors' (Maj) and 'Demon for Trouble' (Maj) split. Fair enough, \$300. 'Rent a Value' (Maj) and 'Big Time or Bust' (Maj) paired, and 'Law and Lawlessness' (Maj) split week, so-so \$725.

Stuart (LTC) (1,900; 10-25-35)
—'She Loves Me Not' (Par). With ad \$2,900, good. Last week 'Handy Andy' (Fox) finished with about \$3,100, which was result of steady play, each day's take running about even.

Milwaukee, Aug. 20.

Fox-Skouras, under the trade name of the Wisconsin Amusement Enterprises, bought today again as the power in Wisconsin theatre ownership with the surprise announcement by Harold J. Fitzgerald of wholesale acquisition of theatres. Dormant since the Fox chain went to pieces last year, Wisconsin Amus. Ent. was looked upon as out of the picture until Fitzgerald announced acquisition of enough houses to make the chain the biggest in the state.

Through deals consummated and announced Fox now controls the downtown Milwaukee situation. Already in possession of the Wisconsin, where a stage and screen policy is holding forth the company opened the Alhambra (18), which was formerly only house here, with a new policy and entered into an agreement with L. K. Blyn of the Garden, which makes that house its second run theatre in the city. The Garden, once a first run here, has already switched to subsequent. The Miller is second Fox house to run subsequent showing downtown. Acquisitions include Fox and Oriental from Johnny Jones; the Downer and Shorewood from Grauman-Wiesner; the Allis from Eugene Phalen, and a string of state houses, has set Fox-Skouras. Company has contracted for Metro, Fox and Universal product. Paramount (Continued on page 44)

'DAMES' \$10,500 TOPS DENVER

Denver, Aug. 20.

Rain Sunday afternoon held down matinee crowds, but helped in evening after rain stopped. 'Dames' surprise of town doing about \$10,500. The film five weeks back. Stars and name of film started the crowds and film getting a lot of word of mouth plugging. Critics at Paramount were sure, and although three theatres were below average, none had anything to complain about.

Estimates for the Week

Aladdin (Huffman) (1,500; 25-35-50)
—'Last Gentleman' (UA). Around \$2,500. Last week 'The Learned About Sailors' (Fox) topped the previous week by \$500, closing with \$1,700, a nice figure, but below average.

Denham (Cooper) (1,500; 25-35-50)
—'Ladies Should Listen' (Par). Figure \$3,500. Last week 'The Scarlet Empress' (Par) did a little over half of the week's business and finished with \$3,750 in the boxoffice. Not a bad figure, considering \$4,000 is average. House plays only Paramount product, both features and shorts.

Denver (Huffman) (2,500; 25-35-50)
—'Dames' (WB). Trotting along briskly for brightly \$10,500. Last week 'Girl From Missouri' (MG), although running under the previous stanza, turned in an average week of \$6,000.

Orpheum (Huffman) (2,000; 25-35-50)
—'Grand Canary' (MG). Probably \$3,000. Last week 'Man With Two Faces' (FN) ran a shade less than last week and finished with about \$2,800. The Robinson name coupled with the title apparently pulled in all the mystery and thriller fans in Denver.

Paramount (Huffman) (2,000; 25-35-50)
—'Early Interlude' (MG). Four days, and 'Sing and Like It' (Radio) and 'Let's Try Again' (Radio) double bill, split. Maybe \$1,500. Last week 'Wild Gold' (Fox) was started with the intention of giving it a full week, but it stayed only three days, and succeeded by 'Housewife' (WB), which didn't touch better, and which gathered \$1,700, below average. For the boxoffice.

'Dames,' Treasure' 28G and 10G Look Best in Boston

Boston, Aug. 20.

Bright spots of the week are the State, where 'Treasure Island' is h.o. after titling about \$14,000, slick, and the Met, which has 'Dames,' and looks headed toward \$28,000, fine. 'Treasure' will only fetch \$10,000 this week, still very fine.

Best of the town is pretty sour, although 'Girl From Missouri,' brought into the Orpheum after playing the State a fortnight ago, might get \$11,500. At the Boston, which has been a sad sight since vaude was yanked, went to \$5,000 last week with 'Hat, Coat and Glove,' and 'Manhattan Love Song.' It will be back near to the red line this week at about \$5,700 for 'Adventure Girl,' with Joan Lowell in person, and 'Their Big Moment.' This despite the huge build-up Joan received here a couple of years ago when she was a featured soubrette for the Daily Record. Hearst tab.

'Crime Without Passion,' although it had ace reviews, plus 'She Was a Lady,' will not bring in over \$5,000 at the Paramount. Substantially less than was coined

Vaudeville and Bargain Prices Puts Tower, K.C., Over, Steady \$7,000 Take

Kansas City, Aug. 20.

Weak week-end openings indicate another disappointing start to the managers of the picture theatres. Loew's Midland failed sou' better with Robert Montgomery in the new 'Hideout,' the women being out in groups for the evening start.

While no announcement has been made by the first-runs as to the reported change in price policy, it appears quite probable that they will go back to a 40-cent night seat rate for quarter or more.

Starting the 24th the Newman has 'She Loves Me Not' without a companion picture, but up-to-date no decision whether it will be shown for quarter, or more. Tower, with its combination bills of vaudeville, stock chorus of dancing girls, and a first run picture, is drawing steadily from the class which likes 'heat' acts in pictures, and has been building from around \$1,000 to \$7,000 which is something for summer business, and a new policy in a dead house.

Estimates for This Week

Mainstreet (RKO) (3,200; 25-35-50)
—'Behind the Terror' (FN) and 'Their Big Moment' (Radio). Opened slow and is not likely to get over \$5,000. Last week 'Man With Two Faces' (FN) and 'Bachelor But'

(Radio) did not set 'em on fire, \$6,000.

Midland (Loew) (4,000; 25-35-50)
—'Hideout' (MG). Friday mat drew 4,000 admissions, nearly all women, who are strong for Robert Montgomery. Other week-end shows are good. 'The Terror' is likely close to \$12,000. Last week 'Straight Is the Way' (MG), \$7,500, fair.

Newman (Par) (1,800; 25-35-50)
—'Ladies Should Listen' (Par) and 'Call It Luck' (Fox). House has been in a slump, with the others, for a couple of weeks and the current one does not offer much encouragement. Opening was light and the week will likely close with about \$4,800. Last week 'Notorious Sophie Lang' (Par) and 'Let's Try Again' (Radio), about same.

Tower (Newman) (2,400; 25-35-50)
—'Defense Rosta' (MG), Harris and Shore, Four McNamee Sisters, Sanna and Loomis Waldeck and Mizel, Lester Harding and the Erie Ray, open girls on stage. It seems strange to see this abandoned pantages house, filled to capacity, but it is happening, as the shoppers are looking for quantity for their 25-cent, and they are getting it.

Last week 'Side Streets' (FN), and stage show, \$7,500.

Uptown (Fox) (2,000; 25-35-50)
—'In the Rain' (Fox). Great

title for the flippers, and with a H.P. 'Early Short' (MG) 'Man With Two Faces' (FN) should get its share of the business. Probably near \$3,000. Last week 'She Learned About Sailors' (Fox) \$1,700.

Heigh-ho, Albert . . . I'm at a loss for words to describe this sensational "Dames" premiere to our radio audience. Suppose you tell them about the 3 customers that have fainted, and about all the celebrities that are here—and I'll just make a short announcement about "Sweet Music," the show I'm going to do for Warners.

AND AS WE RUSH TO PRESS—

Crowds Force Box-office
Closing at 1 P. M. First Day!

Hartford Reports \$500 Over
"42nd Street" Opening Take!

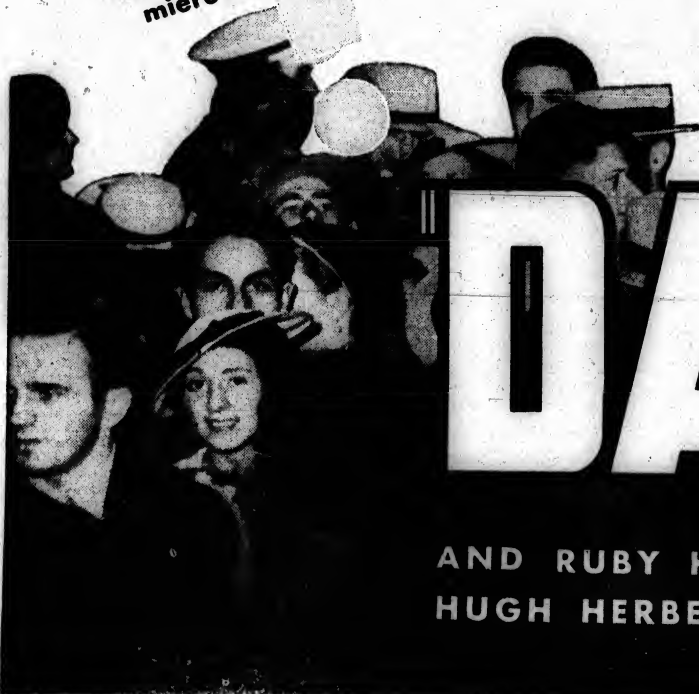
New Orleans Reserved Seat Pre-
miere Sold Out 2 Days in Advance!

Dances Created and
Arranged by
Busby Berkeley

Directed by
Ray Enright

DAMES

AND RUBY KEELER, DICK POWELL, JOAN
HUGH HERBERT AND HUNDREDS OF BUS





Look, Rudy. Now that you're a Warner star too it's only fair that you should have the honor of telling the folks how much bigger this opening is than all the other Warner musicals—and I'll just sign off with a few words about "Casino de Paree," starring Al Jolson.

CRITICS DO NIP-UPS!

"Audience gasped." . . . Times
 "Best Warners have produced." Telegram
 "You'll go for 'Dames'." . . . American
 "Maintains the Warner quality." News
 "Audience roared." . . . Sun

Songs by
 Warren & Dubin
 Kahal & Fain
 Wrubel & Dixon

IS IN!

N BLONDELL, ZASU PITTS, GUY KIBBEE,
 BY BERKELEY BEAUTIES ARE IN "DAMES."

Fox Film Closes on London Studio; To Make 16 at 30-50G Prod. Cost Each

Fox Film is the first major American company to actually start production on a large scale in England. Prior to leaving for the Coast last Saturday (18) Sidney H. Kent, Fox president, okayed a deal whereby Fox Film leases outright the Wembley studios near London. Fox plans a minimum of 16 pictures to be made at that plant by native talent. The average cost of these will run \$30,000 to \$50,000 each.

Fox's plans look to give native-made British pictures by American firms increasing impetus. It is known that Fox has been desirous of finding suitable means whereby its quota product could be improved. The Wembley leasing deal is hoped to be the answer.

So far as known no date is definite as to when the Fox native production in England will get under way. It will be as soon as certain minor matters in connection with the Wembley leasing will have been completed.

Terms of the Wembley lease by Fox aren't detailed but undoubtedly, so far as supervision goes, the matter will be directly under the aegis of Walter Hutchinson, Fox's representative in London. Clayton Sheehan, as Fox's foreign chief, will sit in over all.

T. Hayes Hunter and Al Parker are mentioned as possible studio chiefs. Hunter has been a film producer both here and abroad, while Parker was formerly Fox studio representative in New York.

Despite U. S. Is Out Germany Gets Only 40% of Prague Biz

Prague, Aug. 8.
Total of 208 first run motion pictures were shown in Prague during the 1933-34 season. According to origin they were divided as follows: German, 33; Czech, 33; French, 28; American, 26; British, 19; others, 19. Of the total, German pictures represented 40%, Czech 16%, French 14%, American 13%, and British 9%.

U. S. FILMERS SOCKED BY NEW MEXICAN TAX

Mexico City, Aug. 17.
Federal government has again shifted tariffs on foreign film and makings of film to benefit national cinematographic industry.

Finance ministry announces these new import levies: Blank film for motion picture cameras, 14c per kilogram (3.2046 lbs.); positive m.p. film not more than 20 centimeters wide, \$2.25 the kilogram, and if wider than 20 centimeters, \$2.80 to \$5 per kilo, according to film's classification; positive films impressed with Spanish dialog, music, songs, etc., by movietone or sound on film methods, \$2.25 the kilo, and \$9.75 to \$12.50 per kilo, according to film's classification, if such impressions are in any other language.

Ministry is allowed to charge up to \$21 per kilo on non-Spanish impressed films if importers fail to live up to annual quotas they sign up for with government. Spanish chatter, music, song, etc., discs that are to be used with pic films are assessed 28 cents each.

Strike Over, Mexican Stage House Goes Pic

Mexico City, Aug. 17.
Teatro Iris, historic local playhouse, has resumed its way toward going cinema with the end of a strike of actors and actresses who didn't like being thrust into the cold by end of stage shows in the house.

KEATON'S POLYLINGUAL

Comic Talks English, Director German and Cast French

Paris, Aug. 11.
Troupe making Buster Keaton's 'King of the Champs-Élysées' is even more polylingual than the average in Paris. Keaton speaks only English, Max Nossek, directing, speaks neither English nor French, and a good part of the cast and technicians speak French only. They get along together waving their arms at each other.

Keaton has been asked to make a picture in England and another in Spain when he's through here, he says, but he believes he'll go back to Hollywood. Explains that Eddie Mannix and Chuck Reisner, starting a new comedy unit for Metro, want him back on coast.

Antipodes Pic Producers Set To Start Soon

Sydney, July 26.
F. W. Thring, Efftee Studio, Melbourne, plans to leave for England and America shortly to engage artists and technicians for his studio. Said that experts will come here for a year to teach Australians the art of good pic making. Thring plans to float a company for pic production on a very large scale. This, of course, providing government passes quota law.

National Studio, Sydney, will link up with British Gaumont for artists and technicians. An official of the company is at present in London clinching arrangements. Sir Hugh Dennison, m. d. Associated Newspapers, is heavily interested in National. Reported that all of the studio equipment will be of English and Australian manufacture.

The McDonnagh Sisters contemplate making a pic dealing with the real outbreak Australia, and Charles Chauvel is already at work on 'An Australian Cavalcade.'

Cinesound continues to forge ahead and the current production schedule calls for one musical and a comedy of Australian life.

Szarvasy Back to Show Biz Via London Radio City, Roxy at Helm?

London, Aug. 12.
Frederick A. Szarvasy, millionaire merchant-banker, is taking another fling in show business.

Szarvasy's last one was some six years ago, when he acquired the London Theatres of Variety from Charles Gulliver, and formed the General Theatres Corporation, which he eventually disposed of to Oester Brothers at a considerable loss to himself.

New venture is the previously mentioned London Radio City on the present site of St. George's hospital, Hyde Park. Understood Roxy may be placed in charge of the venture. Negotiations have reached the stage where a special meeting of the board of governors of St. George's hospital is being called for Sept. 1 to discuss the Szarvasy offer, which is understood to be \$4,000,000 for the ground.

It is intended to build a huge, circular block of buildings, with entire site to be an island, which will necessitate the purchasing of several surrounding properties.

If the hospital governors should be in favor of the proposition, demolition of the hospital cannot start before 12 months, as the authorities have no other site, and when they do get one, the erection of a new hospital is figured to take about a year.

Month's Run Set for BIP 'Blossom Time'

London, Aug. 11.
British International's latest 'Blossom Time' goes to the Regal for month's run, opening Aug. 24. Picture is also getting a French pre-release in Paris at the Theatre de l'Avenue, a newly constructed deluxe picture house, early in September.

Mexican Exhibitors' Meet Condemns Rise Of Tax on Distribs

Mexico City, Aug. 17.
Union of Cinematographic Exhibitors of the Mexican United States, which comprises most of Mexican exhibitors, paid respects to foreign producers in petitioning government at its eighth annual convention here to scrap proposed extra tax of 10% on rented pic. Delegates from all parts of Mexico attended.

Speakers predicted that if tax is put into effect, pic biz in this land will go floozy; it will mean all foreign producers eliminating Mexico, closure of most theatres because of no pic to exhibit and throwing hundreds of people out of work, they said.

Speakers declared that local offices of foreign producers spend 95% of their revenues for rents, wages, etc., in Mexico, and send but 7% to the home coffers. Shutting up of these offices would be a serious blow to the Mexican movie industry, it was averred.

Union also urges government to lower duties on sound on film, as this is preferred to ancient film-disc system. Duties keep such sound beyond reach of most exhibitors. Union adopted proposal to install sound on film apparatus in all houses it controls and to give as much assistance as possible to native producers.

GERMAN IMPORTS UP 2% IN '34 SEASON

Berlin, Aug. 9.
There were 221 feature films censored in Germany during the 1933-34 season, of which 117 were German, 88 American and 36 other foreign films, as compared with a total of 205 in the previous year, including 133 German, 43 American and 29 other foreign films.

Figures for the 1931-32 season were 237, including 139 German, 62 American and 36 foreign.

During the past season foreign films account for 37% of the total supply, as against 35% in the previous season and 42% in 1931-32 season.

DUTCH FILMERS BUSY ON NATIVE PRODUCT

The Hague, Aug. 9.
Dutch native film industry is showing great activity recently.

A new talker, 'Silly Situations,' based on novel by Hans Martin, ready for release next month. Another film is in preparation, with the chief roles handled by Roland Varno, who was for a short time with Metro in Hollywood, and Trouw van Antlen, who played for some time in Ufa films at Neu Ischberg. Title is to be 'The Girl with the Blue Hat.'

Dutch talkie, 'The Sailors,' which was a money-maker and pacemaker for new Dutch film enterprises, is being prepared for an English version.

Heat in Spain, Too

Barcelona, Aug. 8.
Four first-run picture houses here are dark for the summer. They are the Uremon, Metro house, Fantasia and the Fenix, which generally show German and French pictures, and the Tivoli.

Heat was just too tough for 'em

Mismanagement, Sloppy Booking, Shutter Big Japanese Deluxers

TURNING THE TABLES Graetz Once Helped Ratoff—Now It's the Other Way Round

Paris, Aug. 9.
Gregory Ratoff, when a starving Russian refugee in Berlin in 1920, got a job in a music hall through the influence of Paul Graetz, then honored by Germany as one of its greatest actors.

Graetz is now a German refugee, fleeing the Nazis as Ratoff fled the Bolsheviks and having as tough a time. Through Max Reinhardt, he met Ratoff in London, and Ratoff turned the tables on him by giving him a part in his film 'Eighteen Minutes,' now being shot at the Cirque d'Hiver here.

Brit. Censor Cut 504 Pics in 1933; 23 Total Rejects

London, Aug. 11.
Annual report of the British Board of Film Censors for the year ending Dec. 31, 1933, has just been issued. Last year the board reviewed 420 features to which they issued adult certificates, and 253 to which universal certificates were given.

Exceptions were taken to 504 films, but the majority of these necessitated merely the elimination of objectionable sounds or words; 23 subjects were absolutely rejected, which was about the same number as were banned the previous year. An additional 21 films were held over at the end of the year that required amendment.

Rejections were due to offensive burlesque of the marriage service, comic suicides and reprehensible situations of British officers in uniform.

Board had under consideration the depiction of cruelty in animal pictures, and the use of newsworthy footage in features (which normally doesn't come under the censor's jurisdiction).

MONOGRAM OFF ANZAC PROD.; TIMES TOO TUFF

Sydney, July 25.
Monogram's distribution and production plans are stayed temporarily while the newly-formed organization awaits a final report from broker who underwrote the original set-up. The American Mono Company was to have started some local film-making besides distribution.

Learned that broker has advised that because of conditions prevailing currently a less pretentious set-up would give the organization a much better chance of success.

Following this advice, it is understood, the local production idea with Al Aronson in charge will be dropped and distribution activities, under the direction of Max Ehrenreich, will come into quick operation, with Monogram opening offices in the principal cities of Commonwealth.

Another Schlesinger Spot Goes to Indies

Capetown, July 24.
A new concern titled The New Globe Cinema (Pty), Ltd., has registered the Globe Cinema, Woodstock, Capetown, in the centre of a busy suburb, in opposition to the Schlesinger. House was run by African theatres, closing down some time ago due to lack of business.

New owners have entirely renovated the theatre and opened July 23 with 'Two Hearts in Waltz Time,' headed by Carl Ezzow and Frances Day. Independent Film Distributors Inc. has contract to supply programs

Kyoko, Aug. 1.
Theatres are folding on all sides in Japan. Not due so much to poor business as to poor management.

Nippon Gekijo, ace house of Tokyo, with 2,952 seats, went dark last week. Opened last December and, except for the 46-day engagement of the Marcus show, never had a profitable week after the gala opening period. Operating net runs to \$7,350 weekly, due to tremendous staff. At one time had 400 on the payroll, mostly getting in each other's way. Reduction of 75 brought a strike which closed the house for one day, but failed to settle the problem. Everybody had too much dope on everybody else to make a housecleaning from the inside practicable.

Fate of the big barn, which looks something like the Coliseum at Rome, and stands right in the heart of the Ginza amusement district, is in doubt. Shochiku had been trying to get control of it, but hasn't got the money to make a strong bid. Japan Motion Picture Company (Nikkatsu) wanted it badly as a Tokyo showbase, but couldn't find the bankroll.

Financial interests behind the house still have plenty of coin, but have grown tired of operating deficits. Might stop forth once more, given an operating scheme which looked like paydirt. Underestimated one influential group, with considerable backing, is dickering to rent the house on a month-to-month basis.

Osaka Situation
Toyo Gekijo, Osaka, 4,200-seater which opened something more than a year ago as an indie and went Shochiku in May, has closed for the summer. Shochiku seemingly discovered that it couldn't find a working combination for 10,600 seats within a quarter mile. Still is operating the 4,800-seat Kabukiza and the 1,600-seat Dotonbori Shochikuzen.

Scheme now being considered would reopen the Toyo (which has changed its name to Osaka Gekijo) in September on a de luxe policy, handing out two features and a 10-minute stage show for the price of one admission. Would become Shochiku's first-run outlet in Osaka, with Dotonbori Shochikuzen going second.

Both houses started out as indies with managements which were largely amateur. Booking attractions the day before they opened was a common method of losing out on advertising and publicity. And saving money by booking poor program pictures was another. Nippon Gekijo played at 45c house average, 20c cover a week. Toyo, which made money if it had booked attractions good enough to give it better than 35% houses.

SYDNEY B.O. BETTER AS FILM WAR ENDS

Sydney, July 26.
With the close of the 'film war' many really good pics are coming out of cover storage and earning solid receipts at the various local offices.

'Rip Tide' is coping about the biggest in town just now for M-G-M. Pic is drawing an enormous fan trade, 'Roman Scandals' (U.A.) goes out after six weeks of very solid business, and 'Henry Eighth' closes after eight weeks. Pic did remarkably for awhile, but over final period slipped badly.

'We're Not Dressing' (Pat) is not a hot shot here. Currently Pat is not releasing very many new and Prince Edward, Sydney, is only playing a bi-weekly policy.

Trade generally is bright and current release line-up included 'Broadway thru Keyhole' (U.A.), 'Party's Over' (Col.), 'Rip Tide' (M-G-M), 'Return of the Three Musketeers' (British), 'Fashion' (1934) (WB), '20th Century' (Col.), 'Tell Me Tonight' (R.I.), 'This Man Is Mine' (Radio), 'Sing and Like It' (U.A.), 'Gallant Lady' (U.A.), 'Let's Fall in Love' (Col.), 'It Happened One Night' (Col.), 'Withering Tons' (Pat), 'Radio Stars' (Pat), 'Art and Fidelity' (M-G-M).

NO MORE FRENCH QUOTA

Germany and France Sign Pact For Reciprocal Film Exchange

Paris, Aug. 11.

New reciprocal film pact, replacing that made last year which created international hullabaloo, has been signed between France and Germany. Text was announced here this week, but period of agreement begins July 1 and continues to December 31.

Pact provides for release in France during the six-month period of 10 French language films made in Germany, and release in Germany of 10 German language films made in France.

Germans are known to be planning release of six such films in France during the entire season, so margin is ample. No French film yet is going in for making German pictures, so reciprocal part of this angle of pact may not mean much.

Such films are to be treated in France and Germany on the same commercial basis as films made in those countries.

In dubbed films, Germany agrees to admit 10 French pix, provided they are dubbed in Germany, and France agrees to do the same. Regular rules and restrictions regarding dubbed films in both countries are to apply.

These ten dubbed films to be imported from Germany in six months leave ample margin in the French quota for imports from America, which should total 70 or 75.

Shorts Free

Shorts (less than 2,000 feet) silent films, newsreels, advertising films and pictures without spoken text which are merely accompaniment of sound bands (filming of symphonies, etc.), are exempted from all import and export restrictions between the two countries.

Undubbed German language films imported to France can be shown in only five houses in Paris and 10 in the rest of the country—the same restrictions which are applied to all foreign language films here. French films in Germany must have German subtitles and the number of houses in which they are shown can be restricted by the German government to correspond with the French restrictions, if Berlin sees fit.

Germany requires that before a contract is made to release a French film the pic must be shown at least once in public, and the French reserves the right to make a similar rule, if they like.

Germany agrees to arrange to permit the necessary exportation of capital so that French film exporters can get their money out of the country.

Pact can be canceled before expiration by either party on two months' notice, if it feels that reciprocity has been violated.

French industry is not likely to kick much at this agreement, for the worst of the German menace has disappeared with the collapse of the German film trade, although the Nazis are still making French films.

MAYER IN PARIS

Says Metro Will Build Film Studio In London

Paris, Aug. 11.

Louis B. Mayer, here on what he calls his "first vacation in ten years," is spending a week with Lady Lawrence, M-G-M chief here, going over the French situation. Said Metro would probably construct studios in England and begin producing there as soon as possible, but would not commit himself as to a similar policy here.

On his arrival by plane from London Mayer went immediately to the American Hospital of Paris, where Mrs. Mayer is undergoing treatment. He is accompanied by Howard Strickland, studio p.a. He'll be here about a week and then will tour the continent, ending up at Vichy.

New Alibi

London, Aug. 11.

English exhibit trying to get out of playing "Riptide" (MG) in a suburban theatre dug up a new angle.

"Picture's too English," he said. "Our audience likes only American films."

BRITISH FILMS DROP OFF IN SYDNEY

Sydney, July 27.

Slight drop in British trade has been noticed lately.

Biz over the past few weeks has, in the main, been turned in by American pics. British slip comes about possibly because no really ace attractions are screening here now.

Fuller's Mayfair, Sydney, has changed bills with great rapidity since the G. T. house, a few doors away, opened some weeks ago. Both theatres screen straight British.

Sydney now has only three theatres devoted to British, while Melbourne also only runs three aces.

EXPECT AUSSIE QUOTA PASSAGE

Sydney, July 26.

Expected that government of New South Wales will pass the quota recommendation as set out by Film Commissioner F. W. Marks at its next session.

Premier is reported to be strongly in favor of protecting the local pic industry and ready to fight for a Bill of Protection. It is believed that opposition offered by members will be nil and that the Theatres Act will at once be amended to allow quota to become law in this state.

Directly quota becomes actual law it is expected that several local producing units will come into being. Capital is said to be ready directly government acts.

Victoria Too

Melbourne, July 26.

Government of Victoria has closely followed the film probe findings in N. S. Wales and is stated to be certain to bring in a quota coverage for its own territory. Believed that quota will be on similar lines of the Mother State.

With Victoria going quota, it is anticipated that all of the other states will follow suit.

Trade would not be at all surprised should the Federal government decide to step in and regulate the film business throughout the Commonwealth.

Samaniego Sets Sextet For Mexican Production

Mexico City, Aug. 20.

First of a series of six features in Spanish to be produced by Antonio Samaniego here will be a musical. Producer, a brother of Ramon Novarro, has organized Estudios Hispano-America Co., and in addition to features announces six three-reelers and 13 one-reel subjects.

Worldwide distribution rights have been acquired by Ira H. Simmons of Los Angeles.

AGREE TO DROP IT IN JANUARY

Move Is Result of Industry
Pow-Wows—Last Say Up
to Government—Expect
Straight Tariff to Re-
place—Independents'
Schemes for Rebuilding
Biz

By BOB STERN

Paris, Aug. 11.

Active powwows among various interests in the French film industry during the past few weeks, with the American distributors carefully watching, have resulted in a virtual agreement that when the present six months period is over there will be no more quota on the importation of films.

This is the most important result, so far, of a vacation season full of negotiations, whose activity has been stimulated by the Gaumont liquidation and the boost it gave toward the reorganization of the industry.

News of the agreement on an end to quotas, which VARIETY has exclusively from one of the principal negotiators, must nevertheless be taken with a certain amount of reserve. The government, and not the industry, will decide in the last analysis, on the manner in which imports will be controlled and it is impossible to say now who will be at the head of the government when the moment comes for the decision. Besides, the trade is in such a volatile state that no one can tell just what the situation will be in December.

Most important, however, is the report that the Chambre Syndicale, headed by Charles Delac, has agreed to ask for no more quotas. Up to now the Chambre has been the principal quota advocate, with the government merely acquiescing. Reversal may be due, at least in part, to a feeling by the Chambre that its position has been weakened. It is not certain that the new Gaumont crowd, when they take over, will want to continue in the Chambre Syndicale, and if they desert, the new rival independent association will be extremely powerful.

Only Tariff

Independents and exhibitors, whose organizations are taking most of the initiative in the present bickering, now feel that the control of imports should be based on a tariff exclusively. How high the rate will be nobody knows yet. Naturally, if it is set too high it will be as bad as a quota, or worse.

Scheme of a high tax on dubbing, which was a pet idea of Paul Charles River, secretary-general of the new independent organization led by deputy-author Henri Clerc, seems to have gone by the board. Even River has given up hope of putting it over.

Since this was one of the chief obstacles to the cooperation of the American firms with the Clerc organization, for which the independents are extremely anxious, the alliance now becomes fairly probable. Since the American firms resigned en bloc from the Chambre Syndicale, on the presentation a few months ago of the notorious Vanian plan which would have amounted to an embargo, they have been out of all big French trade organizations, and have acted as observers. Their feeling about the Clerc outfit is that they should have been asked to take part in its formation, instead of being confronted with an organization already com-

Warners Signs with Anzac Combine; Metro Now Only U.S. Holdout Left

Sydney, July 26

Warners has signed with General Theatres, after months of dickering.

Deal covers combine's houses in Sydney, Melbourne, Brisbane, Adelaide, Perth and Newcastle. As of July 21, Warners will cease first-releasing in the nabes. First to come in will be 'Mandalay' and 'I've Got Your Number.' 'Fashions of 1931' is currently playing the Liberty, Sydney (opposition), but booking took place before the final hook-up.

Central Bureau

Meanwhile, the Clerc scheme for a superorganization to keep the trade on the straight and narrow, domestically, is making fast progress. A central bureau to check up on rentals and grosses is already in operation, and two distributors have subscribed to its services. Object of the bureau is to watch distribution of films and receipts of theatres, for the protection of distributors, producers and ultimately of those who finance films. Ambition is to make it a sort of Audit Bureau of Circulations of the film business.

Next step in the scheme, which is to be put into effect in September, is the creation of a co-operative company for the physical distribution of films—delivery of copies and, at the same time, collection of percentages and rentals from exhibitors. This is the key unit in the Clerc plan. Outfit will have to have all contracts on record, so as to know what to deliver and what to collect. Idea is that as complex for a new program are delivered to an exhibitor, collection will be made for previous week. If he doesn't come through, he gets no film.

This is intended to put an end to fantastic flagging which has been going on for years in French trade, under which exhibitor paid any old time on notes he had signed when contracting for a film, leading to confusion which prevented anyone from knowing what was due to whom or when.

This, plus the gross-checking organization, will of course depend for success on how many distributors make use of them. It will be a private organization, controlled by the Clerc trade associations which believe that its advantages will be so great that everybody will adopt it.

Film Bank

Behind all this, the Clerc outfit plans the founding of the much-talked-of film credit bank, which will be possible only after the financial mechanism of distribution is cleaned up by the foregoing schemes. This bank would lend money on picture films only. It could thus put out its money at a reasonable rate of interest—30 and 40% are current in the trade now, when you can get capital at all—because it could base its reimbursement on the collection and control agencies also run by the syndicate, and be sure of getting its money back. It would be an organization to finance distribution, not production, but producers would benefit nevertheless because they could be sure of getting cash as soon as the picture was out of the cutting rooms, provided they sold the rights.

Co-operative publicity bureau, to apply American exportation methods, is another of the Clerc schemes now being put into effect.

Film trade committee recently appointed by the Fine Arts Administration is holding frequent meetings, and part of current progress is due to it. Interministerial committee still to be appointed, however—the one which Herriot was asked to head—is considered likely to be more important, and will only start up in the fall.

Question of tax relief for the industry also goes over until September. Study of means to cut both state and city taxes on film theatres is promised by Finance Min-

DUTCH CHAINS DECLARE WAR

The Hague, Aug. 9.

For years there was an agreement between Tuschinsky, who runs theatres in Amsterdam and Rotterdam, and Wilton of the City Co. at The Hague, that former keep out of The Hague and latter out of the other two cities with cinemas. Recently Tuschinsky made plans for a giant cinema at The Hague and as a counter move City is now getting its finger in the pie in Rotterdam.

City has bought up Lumiere Cinema in Rotterdam, redecorating it, and getting it ready for the coming season. City owns the City, Odeon and Flora cinemas at The Hague and manager of the City cinema has been shifted to Rotterdam.

International Broadcast Launches Madrid Fan Mag

Madrid, Aug. 8.

Sparta, new Madrid film mag, got off to a bangy start by sponsoring a shortwave broadcast over EAQ to the United States and South America, featuring various Spanish film actors and actresses. Warbling and remarks by Rosita Diaz Gimeno, Estrellita Castro, Teresita Campoa, Carmen Navarrete, Jaime Borrás, Benito Perola, Blanquita Gomez, Antonio Vico, and others.

New mag edited by Ernesto Ausubert.

Later Germain Martin for the first of next month, and a relief scheme should be ready by the end of the month.

Memorable industrial defense committee, consisting of Debe and his rival association leaders, Clerc and Raymond Lussiez, exhibit chief, is meeting. Co-operation seems the order of day.

RIPPLING tunes! **WAVES** of joy! **STORMS** of laughter!

OCEANS of delight!

A COLORFUL RIOT
ON LAND AND SEA

"DOWN to THEIR LAST YACHT"

Produced by LOU BROCK,

**RKO RADIO
PICTURE**
Pandro S. Berman
Executive Producer.

The story of a family of
millionaires who had to go
to work

Introducing
the new song sensation
"There's Nothing Else
to Do in
MALA-KA-MO-KALU
but Love"

Now being played by
every big band on the air!

with
**MARY BOLAND
POLLY MORAN
NED SPARKS
SIDNEY FOX
SIDNEY BLACKMER**

Directed by Paul Sloane. Music and lyrics by Ann
Ronell, Cliff Friend, Sidney Mitchell, Will Jason,
Val Burton and Max Steiner



TALKING SHORTS

HENRY HULL "Pagliacci"

9 Mins.
Rivoli, N. Y. Educational

This short ended abruptly after nine minutes and without the expected climax. And therefore without making sense.

Actually it holds more than the usual amount of trade significance as a short, for it is conditioned by a new concept in production. Or, more properly, a new-old twist. It's still a provocative idea, although as seen at the Rivoli something was probably asked.

William C. DeMille, veteran director of silent, produced this one at the Audio studio, New York. It's a screen version of the opera of "Pagliacci" a well-known lament over an unfaithful wife. Brooding and plotting vengeance the white-faced clown's sobbing agony of loss has been the cause of a whole school of pathos and remains the classic male torch song.

It's done in two sets. Which means cheap scenery, although using quite a lot of extra for the outdoor theatre scene. But the novelty lies in using Henry Hull to emote pathematically in the silent technique while a dramatic voice renders the libretto. This recognizes the fact that the possessors of operatic voices seldom possess emboldenments that look well before a camera.

It also permits the use of name actors.

Hull is a Broadway figure just now going into pictures. If he clicks this short may pick up added play dates a year from now on his name. Meanwhile its unaccountable lack of an ending after working up interest in an impending tragedy makes it dubious.

Clara Beranger provided a scenario and John Erskine, Columbia University fiction-writing professor, did an uncommonly fine English rendition of the Italian words, and there were sung with superb diction. For once the work of an opera more were intelligible and intelligent.

CAB CALLOWAY
"Hi De Ho"
Comedy, Orch. Music
10 Mins.
Rivoli, N. Y. Paramount

There isn't much that can be done by way of spinning plot around the playing of an orchestra, but what little can be done has been. A standard vaude blackout, slightly leaned up, is used for the purpose, that of the husband coming home unexpectedly, shouting "come out or I'll shoot" and Cab and his entire band walk out.

It's enough. Prime purpose of the short is to show the colored maestro playing some tunes, which he does. He plays three of them, all torch, in his usual manner and over.

A plug is stuck in for the Cotton Club and Irving Mills gets himself mentioned.

Makes a fine program filler.

TREASURE ISLAND

Metro-Goldwyn-Mayer production and release. Hunt Stromberg, director. Wallace Bruce and Jackie Cooper featuring Lionel Barrymore, Otto Kruger, Billy Bletcher, and Lewis Stone. Directed by Victor Fleming. Screen play by Victor Fleming and Lewis Stone. Story by Robert Siodman. Music by Louis F. Gottschalk. Released Aug. 16. Running time, 109 mins.

Stemming as it does from one of the most popular stories in English literature, with a splendid cast of almost solid worth, with a wealth of production strength and with beautiful handling, this film nevertheless is too long. It takes almost two full hours to unwind and, by that time, while much of it entrances, the whole is somewhat tiring. But title, cast and production should make it nice box office.

It's pretty dangerous to put an old classic as popular as this Stevenson yarn on the screen. So many millions have read the story that they all have preconceived notions of the casting necessary and the manner in which the story should be told. With the manner there is, in this instance, no quarrel; it is as precautionary and as well as the quality of the people used, leaves something to be desired.

WALTER CATTELL "Fuller Gush Man"

Comedy
18 Mins.
Rialto, N. Y. Radio

Produced by Lee Marcus and written and directed by Al Boasberg, who knows his kings. Several very good laughs in it, so probably it is captious to point out that the pattern used is a bit too antiquated.

Cattell calls on a girl's parents to get their consent to marriage. They don't want him, so they put on a crazy act for him, everyone in the house acting funny. Richy Craig, Jr., made a short along those lines, and so did Ted Lewis.

Short shows more than anything that it's a good combination which is capable of turning out worthwhile product when and if.

THE THREE STOOGES
"Punch Drunk"
18 Mins.
Mayfair, N. Y. Columbia

This is certain laugh stuff for young and old, as well as wise and foolish.

Ted Healy's mugs get into the palooka atmosphere, with action centering around the fat one with the shaved head. A promoter discovers this and has a terrific wallop when a certain musical number is played. He hears it, rubs his face, and then strikes out at all angles.

Meeting with the champ is the high break. The violinist who always accompanies him at ring-side takes an awful shelling until the musician is able to capture a photograph playing the same tune.

"BOSOM FRIENDS"
Animal Studies
10 Mins.
Embassy, N. Y. Educational

One of those rare shorts which pleases an audience to the applause extent. And it merits the approbation.

It is what might be called a believe-it-or-not of the barnyard, with slight suggestions of re-enforcement from the zoo house and there.

A cat and a monkey are shown as pals. A monkey eats from the same container with a pig. Later on the pig frolics with a dog, and the dog shows affection for kittens. There are laughs and entertainment with a proverb at the end.

BETTY BOOP
"Polly Cinderella"
10 Mins.
Paramount, N. Y. Paramount

Color cartoon by the new process with firm tones and practically no bleeding, but a lack of tints in the colors. Conventional story of Cinderella other than that Cindy is Betty Boop at her loquacious. Good stuff for the children around holiday times and carrying a catchy melody for a theme song, but not the knockout it was intended to be chiefly because the main character is unsuitable. Sound very poor.

placed Jackie Cooper as Jim Hawkins. Yet neither of the two completely convinces; neither seems to be aware of the seriousness and danger of the situation they get into. That may seem capricious, especially in view of several genuinely moving scenes between the duo, but both are performances that don't impress and, yet, in toto, leave a doubt.

Best performance honors are really split between Lionel Barrymore and Otto Kruger. Former, as Billy Bones, and latter as Ben Gunn, seemed most thoroughly to have caught the Stevenson spirit. They overact almost to mugging but it's in keeping with the manner of the story.

Miniature Reviews

"Treasure Island" (M-G-M). Pretentious production of the Stevenson classic with an all-star cast. Overlong but okay.

"Bulldog Drummond Strikes Back" (UA). Zippy, snappy comedy with excellent acting and a bucking flavor. Packed with what it takes.

"Cleopatra" (Par). Gorgeous optically but mentally weak. Will attract on its production splash and make money.

"Dames" (WB). Sure-fire musical with the alumni of "42nd St." "Gold Diggers," "Footlight Parade," etc., in it.

"Side Streets" (FN). Action-less and incongruous.

"The Cat's Paw" (Fox). Harold Lloyd's first in two years and should do okay.

"Defense Rests" (Col). Fair picture starting Jack Holt.

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Bulldog Drummond

20th Century production. United Artists release. Ronald Colman starred. Directed by Roy Del Ruth. Scenario by Nunnally Johnson, based on the novel by John Dickson Carr. Released Aug. 16. Running time, 109 mins.

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offers nothing new in this direction, though he does provide one of the most examples of the dramatic picture yet to be exploited. This comes when the barge of Cleopatra moves out of the port to carry the reluctant and grumpy Antony to Egypt. There a dramatic scene, the action moves to the waist of the ship where two or three hundred heavy tipped cars move in perfect rhythm down the deck. The moment it was just another scene, but the moment was held until the spectators got the effect and it brought applause. Another thing ought to go to Aubrey Smith as a soldier in one of the few sincerely written bits. Miss Colbert's best moment is the death of Cleo. The rest of the time she's a cross between a lady of the evening and a rough soubrette in a country melodrama. It is not so much her skill as the shortcoming of the scenario.

In an effort to avoid the blank verse of Shakespeare, from which this story derives, the dialog is much more like the drapings of a modern story. Often the lines drew titters that are not being angled for. When Cleopatra stabs Antony, the death of Cleo, the rest of the time she's a cross between a lady of the evening and a rough soubrette in a country melodrama. It is not so much her skill as the shortcoming of the scenario.

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Cleopatra

Cecil B. DeMille production and Paramount release. Directed by Cecil DeMille. David Manners, Cullen Tate, and others. Screen play by Charles Baidinger. Released Aug. 16. Running time, 109 mins.

"Cleopatra" (Par). Gorgeous optically but mentally weak. Will attract on its production splash and make money.

"Dames" (WB). Sure-fire musical with the alumni of "42nd St." "Gold Diggers," "Footlight Parade," etc., in it.

"Side Streets" (FN). Action-less and incongruous.

"The Cat's Paw" (Fox). Harold Lloyd's first in two years and should do okay.

DAMES (MUSICAL)

Warner Bros. production and release. Pasture Hux, director. Released Aug. 16. Running time, 109 mins.

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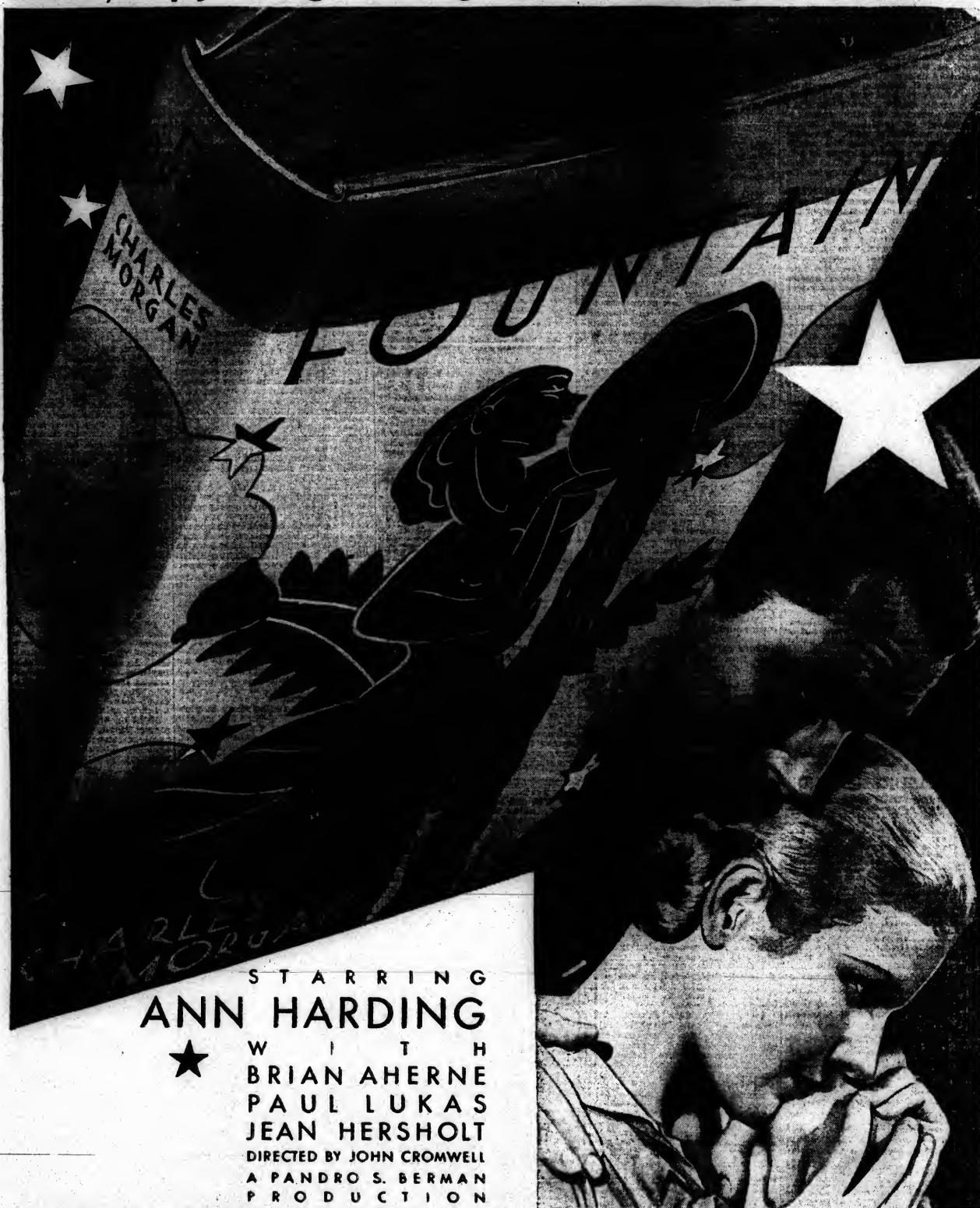
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"GREAT PROPERTIES MAKE GREAT PICTURES"

The outstanding best-seller of recent years . . . a novel—powerful, human, deeply moving...striking the understanding heart of woman.



A black and white movie poster for the film 'The Fountain'. The poster features a large, stylized illustration of a woman's face in profile, looking down with her hands clasped. A large, five-pointed star is positioned above her head. The title 'THE FOUNTAIN' is written in large, bold, capital letters across the top. Below the title, the name 'CHARLES MORGAN' is written in a smaller font. The text 'STARRING ANN HARDING' is prominently displayed in the center. Below this, the names of the other cast members are listed: 'WITH BRIAN AHERNE, PAUL LUKAS, JEAN HERSHOLT'. The director's name, 'DIRECTED BY JOHN CROMWELL', and the production company, 'A PANDRO S. BERMAN PRODUCTION', are listed at the bottom. The overall design is dramatic and evocative, typical of 1930s movie posters.

CHARLES MORGAN

THE FOUNTAIN

STARRING
ANN HARDING

★ WITH
BRIAN AHERNE
PAUL LUKAS
JEAN HERSHOLT

DIRECTED BY JOHN CROMWELL
A PANDRO S. BERMAN
PRODUCTION

**A GREAT PROPERTY THAT HAS BECOME A GREAT PICTURE.
WITH IT RKO-RADIO PROUDLY OPENS ITS NEW SEASON!**



It's a 20th CENTURY PICTURE • Released thru UNITED ARTISTS

EXCITATION

By Epes W. Sargent

Plenty for Brown

Seems to be something about a circus story that moves managers to action. Which goes for the Joe E. Brown picture. Les Stallman, of the 'Circle' theatre, Philadelphia, went the whole distance.

He started with 20,000 grocery bags, promoted from those who used unprinted containers. House on previous shows smaller lots of material, but this time a rubber stamp was made, using a line cut in character. Not as evenly black as press work, but good enough and possible to stamp many more bags.

Two 2 1/2's were pasted to the lobby floor two weeks in advance. Not new but a seller when not used too often. All of the lobby display and the store window signs were dressed up with animal and clown crackers. Novel touch was that the crackers were brightly colored. Added much to the effectiveness of the stunt. Several distributors showed clown cut times and these were later used for the house staff. Peanut estimate contest was run in a nearby store window with the winners announced on the stage the opening night of 'Clown'.

An even better contest was run in the nabe paper with prizes for the best new words to mean on the Fly. Traps were changed to fit the Brown picture. This was included in a radio broadcast from the theatre.

Free peanuts, lemonade, pennants and balloons (all promoted) were given patrons, and there was a flight of gas filled balloons, each with a pass attached. About 1,500 gas filled balloons were used to rise to the lobby ceiling and were distributed to the children. Four mechanical displays were utilized, a boy on a donkey perambulated the streets, and a clown on a donkey. Blocks each way was draped with shibbids.

Special Extra

J. M. Blanchard, who has been running a theatre in Sunbury, Pa., since the time they changed from Keeneville to gas illumination (may be not quite as long as that), put over a fast one for 'Here Comes the Navy' at the Strand.

He ran a formal ad for the picture with the usual book cut but alongside that he added another double column in which he commenced, 'We hasten to place this addition to our ad before you. Daily goes to print. The remainder all straight type set in bold italics, was a jubilation over the excellence of the show and the picture. It was pitched on a natural note of self congratulation and modest pride that rang convincingly true and probably hyped the b. o. complex considerably.

Only good for an occasional, since it is the usualness which counts, but when it is used intelligently it's an hydraulic jack to the receipts.

Nicely Done

One of Howard Waugh's managers pulled a fast one the other day, and it seems to be new. He's Andy Anderson, who holds the fort in Owensboro, Ky.

Recently Anderson had to go into drydock and had quite a long look at the City hospital. When he recovered sufficiently to take up the reins again he inserted a two second one in the Sunday paper, thanking all and sundry for their care, specifically mentioning the hospital, the staff, the Mayor and Arlan Smith, his radio man. One of the best looking ads in the paper and in a sufficiently modest tone to relieve it of any suggestion of egotism. Merely mentioned the fact he was manager of the Warner theatres, yet it did the houses more good than a direct splash for it made the citizenry feel that there was an out-of-town man in the city, Owensboro and its friendliness. Anderson rates a couple of bows on this, but we assume he is not anxious to engage.

Plenty Doing

Warners did plenty for 'Dames' opening in New York, including the girl in the fishbowl illusion now popular at some of the niterees. One difference was that the girl wore new clothes on and it does not require a cash contribution. One interesting gag is the utilization of 4 1/2 mirrors on the girl's hair signs, with or without an outline of neon lights. Mirror balls and mirror ornaments are not new, but it has taken the nitreer for sign letters some time to reach Broadway—about eight or 10 years.

For the opening girls from the Brooklyn Vitaphone studio were used in the lobby to pass out shewing gum and electric girls mounted a float which paraded from the hotel at the head of 20 ants containing, among others, the 12 Campbell soup can girls. They later paraded off at its own. Opening night there were the usual sea-lights and sun

arcs across the street and the Good-year blimp hovered over Broadway with a lighted sign.

Several important windows were obtained and there was a coca cola distribution through the run. Gimbels had large hook-in ads for stockings, run on the theatre page, and two line full face ads, some on the front pages of such papers as permit this mild form of page one work. The smaller papers within 25 mile radius got some of the ad money for once, there were 150,000 stuffers for Postal Telegraph messages the opening week.

That only scratches the surface, but it gives a general idea that the W-B publicity bounds were fairly and efficiently busy.

Bill Boys

When the depression hit a number of managers had to put in their advertising horns appreciably and with some they've never grown out again. Others have tried to do approximately as much through using co-operative agencies. Several have dropped their individual herds for a co-operative sheet which they prepared, edited and distributed in return for free space. The sheet has worked in accordance with the manner in which it has been handled.

One outstanding instance is that of a manager who organized his distributing force after he found a bunch of announcements in an ash barrel. He used his screen to enlist boys of around 14, gave each one a territory and put him on his honor to cover every house. There is a quiet check-up now and then, but the boys have not been caught napping.

They are paid in tickets and seem well content with that, but the sort of work they do is not a frequent get an outside job, for which they are paid in cash.

Pavoff is that the kids not only see the shows free, but there is a clubroom backstage to which they all have keys, and none of the lads is willing to risk losing his key through poor work. Only two of the older boys have quit, and there is an ample waiting list. Just one of the little details, but the work is better done than in flush times and at practically no cost other than supervision.

Plenty Radio

Fort Wayne. Film houses more than ever are employing radio for advance plugging on their attractions. At present the most stations WWO and WGL are tied in closely with Paramount and Embury first-run houses on their product.

Scheduled extra heavy, including from one to three-quarter hour plugs each day. Then a series of spot announcements coming as late as 10 p. m. on all sustaining programs, keep the pictures very much alive on the air.

Also for the first time here, theatres have been able to get stations to carry those short skits taken from the film press books. Members of the Old Fort Players, local civic group, are used for the various roles. This special feature is saved for the most part for the bigger productions, Fridays and Saturday preceding opening dates generally get the major portion of this film promotion.

V. E. Hudson of Paramount works direct with Harold Coltrane of Old Fort Players in staging the sketches. Maxwell, picture director of WWO, is also in close contact for the matter of correct and truthful copy. Hot weather has had much to do with this air concentration, but outside of the regular newspaper ads and an occasional foreign tie-up, the radio seems to be turning the trick, according to the house managers.

City Uses Film

Seattle. Seattle has gone exploitation to sell its new loop plan of operating its street cars.

The theatres are used to educate the public on the first and most drastic change since the city bought the lemon from private power company.

Harvey Pierce tells the listeners in a film that loss this year has been running \$500 per day. Then diagrams show how the cars make the loop. All first run theatres are showing the 8-minute pic, with local interest big.

Stamps for Kid Trade

Newark. Louis Stein, manager of Stanley, appealed to stamp collecting interests of his young patrons by offering them stamps and albums, which he had promoted, and the Stamp Magazine. He tripled his kid attendance. As the boys get an envelope of stamps each time he is shown a stamp album for the stamps, the reported pull of the stunt is apparent.

'Opportunity' Clicks

Springfield, O. Tom Powell, manager of the Band Box theatre, here, announced Opportunity contests weekly for his 800-seat house during the summer. They were the first amateur performances openly sought here for years. Response was instantaneous and specialty has doubled Powell's receipts over corresponding nights.

Showy and Safe

Edward Harrison, of the Capitol, Pittsfield, Mass., sent up five small gas balloons for 'Treasure Island', each carrying a note for \$1 redeemable at the box office. Ostensibly a gift from Jackie Cooper. Made the occasion of much ceremony and ballyhoo.

Evidently a safe play for Harrison writes he did the stunt about four years ago in Springfield and never did hear from any of the boys. They evidently got so far from home they were not even trying to collect if they were found.

Monkeying with Lions

Albany. An exploitation stunt for 'The Lost Jungle' at Warner's, Ritz brought headaches to Byron Farley, house manager, and Charlie Smakwitz, div. manager. They had two lion cubs in a cage on a trailer pulled about by a truck. That proved surefire. In front of

the theatre were cages of monkeys. That's where the trouble started. One monk would beat upon the cage and when a crowd gathered it would emit a Bronx cheer and thumb its nose. This one was removed pronto. Then another monkey grabbed a woman and gave her a hug. Now she's suing the theatre for a new dress, and also contends Joco injured her.

Even with the headaches Farley and Smakwitz were satisfied with the b. o. results.

More on 'Treasure'

New Haven. Gene Rodney brought out all the tricks in the bag as a splurge for 'Treasure Island'. A nifty looking float made up like a desert isle with pirates, etc. paraded central streets. A tieup with a bookseller offered ten Oakleys to persons submitting the oldest dated copies of the book. Another tieup with the book angle got a window display, with stills, in a five-and-dime which peddled miniature editions.

Working on the treasure angle, guest tickets were given to closest estimators on number of coins in treasure chest displayed in dept. store window. Final stunt was with an old gold exchange. Scenes from film showed pirates standing besides heap of gold, with dialog like this, 'Where are you going?' 'I'm going to the gold mine, because he pays the highest prices.'

BEHIND the KEYS

Albany. Colonial, Elmira, has reopened with films after getting new seats. Warner exchange employs and staffs of theatres in Albany and Troy had their first annual outing Wednesday (15). Ted Prober was general chairman.

Canton, O. G. B. Odum, former Palace manager here, more recently manager of the Miles Royal in Akron, was local manager for a two-day appearance at the city auditorium here August 16 and 17 of Almee McPherson, evangelist.

Jack Steinberg, owner of the Dome in Youngstown, has taken over the Harbor, Ashtabula. Plans to reopen the theatre with straight films, three changes weekly. The Pastime, Rottman, has been acquired by D. L. Schuman, Cleveland operator, who will remodel the house before reopening it late this month.

W. B. Urling, operator of the Rex, Alliance, has appeared to court for the exhibition to stop picketing by IATSE men.

Peter Mallers, owner of the Riley and Family theatres in Ft. Wayne, Ind., as well as houses in Warsaw, Portland and Bluffton, has taken over the Valentine and Elite in Danbury in association with William Thomas, Auburn, Ind. Valentine is the only Danbury deluxer.

Grand, Fredericktown, Pa., closed for three years, has been reopened after remodeling. Alex Ballette is the new operator.

Galveston.

Key theater, dark since early in July for renovation, reopened on Aug. 17. One of Martini string.

New York

Jack Hobby, manager of the Inwood theatre in Forest, N. Y., will leave the end of the month. He goes to J. P. Muller, advertisers as contact man for theatres, starting Sept. 4.

Portland, Me.

John M. Divney, formerly asst. at the State, moved to the Maine; as mgr., replacing Mel Morrison, who goes to Dover, N. H.

Oklahoma City

Dance pavilion at Spring Lake park, Oklahoma's largest amusement center, which was destroyed by fire early Wednesday morning, August 1, with estimated damage of \$35,000. Instruments of the Rex, large orchestra, valued at \$5,000, were burned. Plans for rebuilding the dance pavilion has already begun.

Amphitheatre in Rotary Park, Oklahoma City, with seating capacity of 2,500, has been completed and will be used with the remainder of the summer for outdoor entertainment.

Pittsburgh

Mort Sieda's Fulton, dark since first of July, reopens Thursday (23) with 'She Learned About Soldiers' House' under same management, after shutting for the summer. Originally scheduled to reopen around Labor Day week, Fulton advanced its date in order to beat the opening of the new Harris-Stam right next door, which opens next August 31.

Montgomery, Ala. Page Peabworth, chief usher at Walker, resigned, and Hal Wadner, doorman at Strand, succeeds Peabworth. Ed Bradley, asst. mgr. Empire, away on long furlough, returns to post.

Four tickets held up employees and manager Lloyd Townes of the Paramount here on Aug. 13 and secured approximately \$1,200. The tickets were practically entire of the Par staff into private office and waited 45 minutes for Townes to arrive at theatre, and when he entered he was greeted with two of his handis, who forced Townes to open the safe and give them the cash. Two weeks ago the Par office was entered, but the burglars failed to crack the safe.

New York City

With the ending of its deal with Loew's by which its Alhambra theatre was to be run by HKO, will reopen the Harlem playhouse on or about Sept. 1 with a straight picture policy.

Harry Harris has the Ramon, a courtier and again and reopened around Labor Day under its former name of the Bluebird. House is located in Washington Heights section.

Lancaster, Pa.

Ray O'Connell preparing for the re-opening of the Capitol which opens Sept. He is assisted by Duke Miller.

Pasadena.

Ray Miller has been installed as manager of the Washington theatre, recently acquired by Robb & Rowley as first link in their proposed 'East invasion'. Spot, in residential nabe, is being brightened up.

Charlotte, N. C.

A long-term lease on a proposed theatre to be constructed by Robert L. Steele, 34, on West Washington street, Rockingham, is expected to be signed this week. Work on another Rockingham theatre being constructed by Joe Caudell in the Cannon building, is going steadily forward. It will be ready for opening about Sept. 1.

Platteville, Wis.

Platteville, Wis. Theatre, because of building code difficulties, being revamped, and will be reopened soon.

Cincinnati.

Orpheum, dark past two years, reopens Sept. 15. Theatre has been leased to HKO since '31, following the opening by HKO of one of the new Paramounts, located on the opposite side of McMillan street.

Property belongs to Chester and E. Jack Martin, heirs of the late Colonel Ike Martin. They will operate the enterprise, using main theatre for pictures, with four of the buildings for a night club, and the last theatre, which is a large one, for a purpose yet to be announced, but believe it to be to do with something of a musical and other things.

Don't get the idea that the new John D. Ford picture, 'Cabin Boy', is a new production. It is a re-release of a picture made in 1931, which was shown in the United States in 1932. It is a re-release of a picture made in 1931, which was shown in the United States in 1932. It is a re-release of a picture made in 1931, which was shown in the United States in 1932.

Neatly Hooked

Lynchburg. Guggenheimer's department store here paid good kick to advertise Paramount's film, 'She Loves Me Not', in local newspaper. Store bought a two-column, eight-inch space and featured a picture of Miriam Hopkins dressed in boys' tweeds.

Over the top of the picture was the sentence: 'Imagine a girl going to Princeton! And she dressed like this!' Underneath the picture the copy read: 'Miriam Hopkins, in "She Loves Me Not," at the Paramount, has to take refuge in a boys' dormitory, so her wardrobe is limited. But you—Miss Lynchburg—going away to college, can't you show your school wardrobe from these proper new Carolyn fashions?' Then followed a list of flocks on sale.

More Treasure

Rochester. Loew's theatre tied up with the Democrat and Chronicle for a kids' treasure hunt in connection with showing of 'Treasure Island'. Newspaper printed series of maps as leads for the hunt in one of the city parks.

Twenty-five bits of treasure were hidden along the trails, all for admission to a special morning show at the theatre. Main goal was a chest containing the key to a large safe in the theatre lobby, and this containing the main prize. In addition, window displays were obtained in Walgreen drug stores featuring treasure chests filled with pennies and public invited to estimate the number of coins.

Teasing B'way

Last week sign painters put in a couple of days on the sign over the Gaiety theatre, painting the picture of a nice old lady with the query: 'Have you written to your mother lately?' Then they took the scaffold away from what was supposed a finished job. And Times Squares sign painters are wondering why expensive sign space should be wasted on an appeal for dear old mother. They have forgotten it was the picture of 'The Old Nest', which presently is to be shown in town, when the painters will bring the scaffold back and complete the painting.

Meantime, it's one of the best teasers to hit the Square in a long time.

Diaper Heralds

Des Moines. Vergue Ford, manager of the Paramount, placed an attractive girl in a nurse's uniform in the lobby to hand out heralds folded like a baby diaper and bearing a safety pin, bearing the following: 'Dr. Monica Tells What Every Wife and Sweetheart Should Know.' They went to women only.

The unfold the picture gave Dr. Monica's lowdown on the heartaches of a childless marriage, and carried the theatre's request that it be a baby.

Although the exploitation is simple and inexpensive, it created considerable comment by women customers preceding the opening of the picture.

Easy for Cricks

Milwaukee. Livingston Lanning, manager of Fox's Wisconsin here, has an innovation in the Albany Theatre-Union whereby it provides comps for persons who can identify themselves in crowd photos. The T.U. takes the pic and asks everyone they can find, wrestling boxing or baseball tickets if they prefer them to going to the theatre.

Idea is figured to make critiquing easy and take away the angle of having to ask everyone they can find, so is and if they're stars or mere arts.

Each of the three Wisconsin cricks have their own hand, shipped them by the ushers when they enter.

Four-Way Hook-Up

Albany. C. H. Buckley's Harmonia Union or Hull and Palace have a tieup with the Albany Theatre-Union whereby it provides comps for persons who can identify themselves in crowd photos. The T.U. takes the pic and asks everyone they can find, wrestling boxing or baseball tickets if they prefer them to going to the theatre.

Playing Them Back

Five years ago an Alhambra Paramount picture, 'The Lady of the Shalott', in which there were mentioned 200 persons, lately ran across the set of photos used at that time, and he took the picture and showed it like now. It had watched many of the women grow up, and the film, which had been a release out of the old material.

On the 21st of August, the distributing company of the picture, the Alhambra, is showing it in an effort to get a new release.

It is a re-release of a picture made in 1931, which was shown in the United States in 1932. It is a re-release of a picture made in 1931, which was shown in the United States in 1932.

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YOU'LL LAUGH AT THEIR TROUBLES



AS YOU THRILL TO THEIR ROMANCE!

Janet Gaynor proves a genius at light comedy... Lew Ayres brings you a contagious youthful vitality. Together they give the happiest performances of their lives... in this gay, exciting escapade of a millionairess... masquerading as a maid servant... who goes through hot and cold water for the man she loves.

Janet
GAYNOR

Lew
AYRES

in

Servants' Entrance

NED SPARKS
LOUISE DRESSER
ASTRID ALWYN

Produced by Winfield Sheehan

WALTER CONNOLLY
G. P. HUNTLEY, JR.
SIEGFRIED RUMANN

Directed by Frank Lloyd
From the novel by Sigrid Boo
Adaptation: Samson Raphaelson



RE-UNITING THOSE "STATE FAIR" SWEETHEARTS

Variety House Reviews

CENTURY, BALTO.

(Continued from page 19)

a gag and they can laugh, too. Clarence, character in the other series, walks on at this juncture in Sherlock Holmes jeans and has a few words to say in the female inflection he assumes on the air. Margo sings a song, and then Myrt tells mob couple of minutes remain, so pop your queries. And mob does, inquiring pretty personally, too. That concludes 14 mins. and the act.

In the deuce, ahead of M. & M., is Yasha Bunchuk, "Caster with Major Bowes N. Y. Cap family. Saws out two classic tunes on a 'cello that, while demonstrating vats of virtuosity, couldn't hold mob which largely fell to talking aloud. Then three fiddling trenchmen hop to rostrum and join Bunchuk in a 'Smoke in Eyes' rendition that bore chamber - music - string - ensemble earmarks. Too classy again. Didn't fire 'em till he descended to pit and put ork through paces. Pientee likee then and they let him know it. Incidentally a precedent here, this overture insertion in mid-show.

Alexander and Santos opened with some burlesqued toe-dancing. One man is garbed in ballet skirt and slippers below dinner jacket, other poses as partner. They spill around while mocking the execution of classic ballons. Just about oke; could be improved by shortening. There's a femme accompanist, another a legit toer, and a third a sax tooter. Trio do specialties to give men breathers. Lads close with session of hand-to-hand balancing.

Buster West, in fourth frame, found it a cinch: His eccentric hoofing and general screwy clowning snatched the action-starring customers right on their buttons. Charles Kinston does a nice job of straightening for West, and a flashy femme, Sandra Ward, regales with snappy s and d.

Closer, Rimaacs rhumba ork, and sock of bill far and away. Outfit discharges chores with speed and effectively. Spanned quarter-hour and never paused for breath, or bows. Dished both pair of Yank tunes, otherwise sticking to Cuban chants, logical metier. Femme hoover has four routines, two each paired with pair of ork's lads, and all variations of rhumbas, one of which was niftiest and fleetest

carlono glimmered around in long time. "Collins" (UA), the celluloider this week. Biz bright initial show Friday.

HIPP, BALTIMORE

Baltimore, Aug. 17.

The show at the big indie doesn't rate more than a 'fair' this week. Main lack is action, there being really none in evidence till the fifth and final turn, a dance flash, entrances, unless an extraordinarily quiet-working juggler in the initial lining can be thumbed under Action heading.

He's Charles Carver, and he's ace at balancing and juggling all manner of gadgets. Suave, with redoubtable bag of tricks in trade, he gives the show a spinning impetus at start that isn't quite sustained when Billy Costello deuces. He's the lad who pipes the Popeye paraver in the Fleischer cartoons. Is trading plenty and depending, too, on that recognish, his intro being the unspooling of half a reel of one of 'em, 'Man on Trapeze'. And, of course, that's one of songs he sings when he does get on. Is also wearing a gob getup in honor of Popeye. Indulges in a lot of vocal scale samming. Carries a uke and uses it in closing chant, which he delivers garnished with a host of chicken-calling sibilations.

Gladys Beck treys. Local gal and over, but on own and not from patronage. Her blindness isn't played up for plaudits either, but thoughtfully and gracefully handled. She should be gownned more attractively, however. Piped four songs and earned the two strong bows forced on her.

"The Voice of Experience," from CBS, occupies the fourth slot and got over okay. Problematic, however, how he'd fare in a spot less addicted to, and aware of, the ether than Balto. Act is totally devoid of color or activity. He seems throughout to assume that the audience is altogether familiar with his other stuff, and the crowd at show caught probably was, which nettled him brace of strong bends when he whisked.

Vic Oliver m.c.'s throughout and works the next-to-shut stop. Material rather aged even for Balto. Wastes too much time being agreeable and milking what laughs he

does induce. Could have speeded show helpfully, but let it drag, especially during his session of hokey and fancy planolng. Runs a clothes-change marathon in between m.c. demands, appearing in dif garb five times, last of which presents him in pajamas; that shouldn't be construed as an intimation though. The nightie is used for a gag. Has a stunning femme foil, but looks leave her out. As a straight she's pretty limp.

Matthson Rhythms close. Youthfully composed dance flash and right stuff, if done in thin-worn fashion. A lanky lad with two rhythm taps, specialties helps create the good impress mightily. Should go places with the flying dice he possesses. Gal warbler tries to be torchy, but seems to have trouble toting a tune. Pair of lads who look like bros, have two hoof routines, which they disport while simultaneously puffing clarinets! and another two boys and a gal do a hoop dance that's oke again by plenty. Customary full-routine routines at start and finish. Act is especially niftily attired.

"Cockeyed Cavaliers" (Radio) sheens and screens this week, plus Pathe clips. Biz good Friday afternoon.

PALLADIUM, LONDON

London, Aug. 6.

Bill this week is comprised of 10 acts, six of them American. This includes Tex McLeod who, despite having been here some years, is still an American citizen.

House was in real holiday spirit, with everything on the program going over big.

Walter Nilsson gives show a splendid start with his comedy unicycle work. Seemed too good for opening spot. Billy Russell as cockney workman, with some clever chatter, and not too clean, over nicely.

Les D'Angolia, three men and femme jugglers, work very fast with clubs and hoops. Closing trick of manipulating big rubber balls is very effective. Ideal opening act for America.

Senator Murphy got big laughs with his discourse on nudism, motor cars and other local troubles. Murphy looks like staying here for some time.

Marguerite and Le Roy, doubling from the Dorchester hotel cabaret, are a neat pair of ball-roomers. Bordered three numbers, including

RKO's Pool with Skouras-Randforce Finishes, Means N. Y. Policy Shifts

Fast Talker

Lincoln, Aug. 20.

Film peddlers have to talk fast in the drought area. Iz Weiner, local Columbia canvasser, states he never wastes breath saying the usual greetings to the small town exhibitors. His busts right in the office with:

"Yeah, I know the corn crop has gone to hell."

their own conception of the rhumba, to splendid reception.

Diamond Brothers, closing the first half, are here on their third visit. Despite doing practically same vehicle as on previous visits, score with their falls. Harder they fall, the better they like it here.

Three Zarzows, acrobats, open intermission. Boys have good appearance, and do some clever and difficult balancing.

Elsie and Doris Waters, known on the air as 'Gert and Daisy,' found it easy going. Material is not brilliant, but radio reputation is undoubtedly responsible for reception.

Tex McLeod, in rope-spinning and story telling, has no opposition on this side, and is always assured of a reception. Marjorie Tiller, his wife, no longer in the act with him.

Dave Apollon closed the bill. Curious position for a headliner, but there he is. Stayed for 45 minutes. Got a big reception on entry and introduced Melissa Mason, who danced splendidly. Then came Nora Williams to a reception. Sang three numbers, including 'Piccolo Pete,' taking a couple of bows. His newcomer to the outfit, Harold Alo-

ma, can croon, but his strong suit is his guitar playing, which is perhaps the best heard here in years. As an ensemble this one is an improvement on his last, here two years ago. Apollon himself has not lost his deftness as a showman, and the reception he received proved how welcome he was. He should have no difficulty in staying here as long as he wants to.

Second show he was switched to closing intermission.

All pooling arrangements which had existed between RKO, Skouras theatres and Randforce theatres in New York and Brooklyn have expired and will not be renewed by RKO. Skouras and Randforce theatres are former units of Fox Met. The split came when Fox Film, with which the pools were linked, sold away to Loew's in Greater New York, as against RKO.

On the vaude end it may mean that the Skouras-operated Academy, on 14th street, now being booked by RKO, may revert to Fanchon & Marco. Prior to the RKO pool, F&M booked the vaude for Skouras under contract. Presently the Academy has only a week-to-week arrangement with the RKO vaude office.

Under the Skouras-RKO pool, vaude was taken out of the RKO Jefferson, on 14th street, and left with the Academy.

Another portion of the Skouras-RKO pool concerned the Skouras Audubon and the RKO Coliseum uptown, whereby the Audubon was to play straight films and allow the Coliseum to play vaude.

Altogether it may indicate that should the Academy walk away from the RKO vaude office, the Jefferson, now operated by RKO as a straight film spot, may take on a combo policy of vaude and pictures.

Contracts

Hollywood, Aug. 20.

Al Werker's option picked up at Paramount for another annum.

William Best (Sleep 'n Eat), color comic, comedien, ticketed at Radio.

Metro lifted option on term for Madge Evans.

Fox has ticketed Tita Coral, Spanish actor, for another half-year.

Warner took up option on Guy Kibbe for six months.

Par handed one-year pacts to Keene Thompson and Harold Lamb, writers.

Rochelle Hudson's option plucked at Fox.

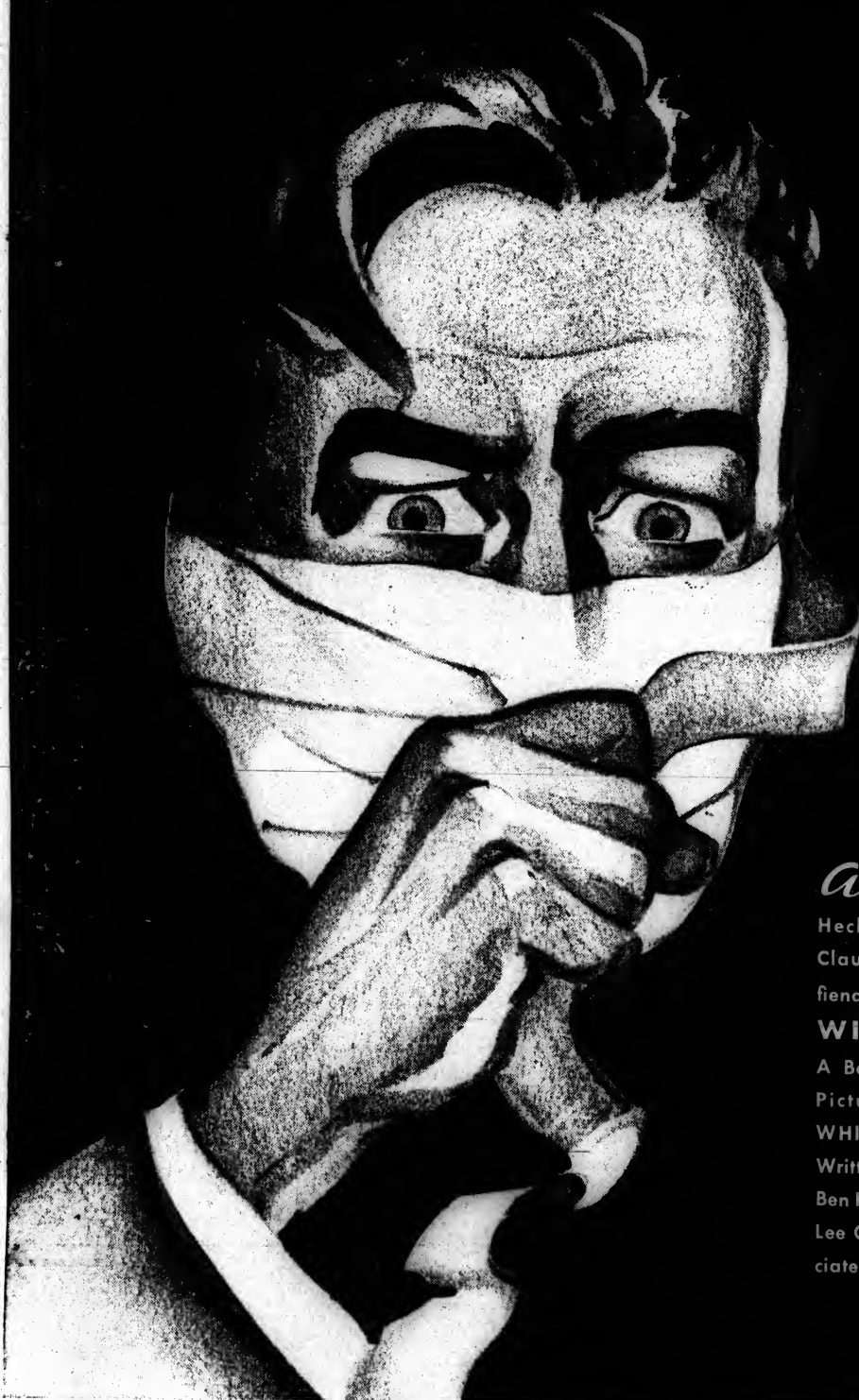
To Whom It May Concern:

NOTICE IS HEREBY GIVEN that FOLIES BERGERES PRODUCING CO., INC., has the sole rights to "FOLIES BERGERES," with 70 artists all direct from Paris, now in its 12th sensational week at the French Casino, Chicago. Legal proceedings will be taken against all parties attempting to interfere with such rights.

Produced by CLIFFORD C. FISCHER

Management MUSIC CORPORATION OF AMERICA

HE WAS UNDER WRAPS IN "THE INVISIBLE MAN"



and now

Hecht and MacArthur reveal
Claude Rains as the greatest
fiend of all times in "**CRIME
WITHOUT PASSION**"

A Ben Hecht-Charles MacArthur
Picture with CLAUDE RAINS,
WHITNEY BOURNE, MARGO.
Written, directed and produced by
Ben Hecht and Charles MacArthur.
Lee Garmes, Photographer & Asso-
ciate Director. A Paramount Release.



Film Reviews

DAMES

(Continued from page 17)

that make the picture. Which again makes Busby Berkeley prominent. There are five song numbers and all amazingly well done. Berkeley pyramids attention in spectacular manner, at times making 'em wide eyed with his choreographic mating of rhythmic formations with the camera. The lens boys (there are two of 'em) have done wonders in executing Berkeley's terp creations. Three sets of songwriters fashioned a corking score. Al Dubin and Harry Warren have the cream of the crop with the title song, 'I Only Have Eyes for You,' and 'The Girl at the Ironing Board.' Mort Dixon and Allie Wrubel are responsible for 'Try and See It My Way,' and Irving Kahal and Sammy Fain (later a personalia youth who plays himself in a songwriter's bit) contributed 'When You Were a Smile on Your Mother's Lips.' 'Dames,' 'Eyes' and 'Try to See' are cliché clicks, already heard around radio, etc. Last named is a sort of

a theme song throughout, reprised a couple of times. 'I Only Have Eyes for You' is one of the two most spectacular numbers with the entire chorus in Bessie's masks of Ruby Keeler so that a forest of Keelers greets the eye, further multiplied by prismatic mirror reflections, etc. 'Dames' is the spectacular top-offer with the girls in opera length black tights and white bouffants which, at first are not as aesthetic as might be desired, but which for the black-and-white formations produces some startling pictures, groupings, overhead shots and the like. (Of course the overhead stuff is bullish again, as with all of Berkeley's cinematopichorean staging.) The best comedy number is the mauve decade 'Girl at the Ironing Board' with the male pyjamas, longies, etc., reacting to the love-lorn amorous serenading by the laundresses. Comedy hit of the picture is Hugh Herbert. He all but runs away with it. That it's all a variation of the now time-honored story bit with the medicinal elixir (alcoholic strength 45-75%, according to the label) is beside the point. He's Ezra Ounce, the straight-laced humanitarian who will have naught of showfolk, but who is partial to his 'Dr. Silver's Golden Elixir.' Excellent foils and equally heavy on the left returns are Zasu Pitts and Guy Kibbee. Ruby Keeler and Dick Powell again are the romantic interest, and again he is the ambitious songwriter who has just written a sure-fire musical comedy hit that's only begging for a backer, and again Miss Keeler is the sympathetic and romantic inspiration. Joan Blondell is prominent in a deceptively subdued but otherwise flip chorine who perpetrates a mild 'shake' on Kibbee for the 25¢ to b.r. the show; and since it's for an end that justifies the means, that's okay, too, according to the contemporary standards of celluloid things 'n' stuff. Of course here also Berkeley puts on a show for 25¢ that couldn't be done. But it's swell entertainment no matter how you slice it. Abel.

Crime of Helen Stanley

Columbia production and release. Features Ralph Bellamy, Shirley Grey, Gall Patrick. Directed by D. Ross Lederman. Chas. R. Condon, story; Harold Shumate, screen play; Wilbur McGough, asst. dir.; Ed Slinger, camera. Cast: Kane Richmond, Bradley Page, Vincent Sherman, Clifford Jones, Arthur Rankin, Louise Frelan, Ward Bond, Helen Eby-Rock. At Loew's New York, N. Y., two days, Aug. 13-14. Running time, 68 mins.

Standard pattern murder mystery, which gains slightly in interest in that it has been backgrounded by studio atmosphere. That has helped a number of other murder yarns, too. But it takes more than studio atmosphere to make a good story, and this is too much like a lot of others to stand out. Lacking in name values, Ralph Bellamy topping.

Works the usual formula with rather more than half the footage

spent in pointing the finger at the remainder of the cast, then gets some of them into the dead woman's house, looking for a diary. Finally the blowoff when it is found that a camera has been provided with a pistol which shoots after a certain number of turns. How it's known that the actress will be in the line of the shot is something the author does not explain, but in the rush of the closing action no one stops to ask.

Ralph Bellamy gets little chance at the detective, but a better break than the others. That's not very much. *Chic.*

THE DEFENSE RESTS

Columbia production and release, starring Jack Holt. Directed by Lambert Hillyer. Story and screen play, Jo Swerling, camera, August August. At Radio, N. Y., week Aug. 15, Running time, 70 mins. Jack Holt, Matthew Mitchell, Jean Arthur, John Hayes, Charles Lester, Robert James Randolph, Arthur Hohl, Austin, Raymond Walburn, Castro, Harold Huber, Genery, Robert Glackier, Mrs. Evans, Sarah Padden, Robert Williams, Shirley Grey, Nick, Raymond Hatton, Mrs. Ballou, Vivian Oakland.

There isn't much about the story that is new and the acting is nothing to rave about, but the picture moves along at a nice pace and ought to be fair fodder.

It's an added starter in the lawyer cycle which ran its race last season and along the same lines. Jack Holt is the most successful lawyer in town because he believes in clients (femme) crossing their legs and whimpering at the jury. Finally a pretty assistant in his office gets the evidence on him and is about to send him up for defeating justice. But she's pretty and he's tall and handsome, so they get married and he turns over a new leaf.

Holt doesn't look like an important lawyer and Jean Arthur, his vivacious, looks and sounds even less like a femme lawyer. But they try hard to make their assignments

seem authentic. Arthur Hohl is another miscast as the district attorney. But Nat Pendleton, as a clerk bodyguard for Holt, is spotted correctly.

Dialog is bright and Hillyer in his direction managed to keep the thing moving at a rapid fire pace, which helps considerably. *Kauf.*

SIDE STREETS

First National production and release. Directed by Alfred E. Green. Adapted by Manuel Self from story by Ann Garlick and Ethel Hill. At Mayfair, N. Y., beginning Aug. 15. Running time, 63 mins. Bertha, Althea MacMorton, Tim, Paul Kelly, Marguerite, Ann Dvorak, Thalia, Helen Lowell, Patricia, Dorothy Tree, George, Henry O'Neill, Mrs. Platchet, Miriam Gaton, Madie, May Melior, Mabel, Irene Whitney, Lynn Brenning, Helen, Lorena Layton, Mrs. Richards, Dorothy Peterson, and others.

Despite hard work by some good names, this production because of an indifferent story job is poor stuff. Over half the action is laid in a small fur establishment. As the clever Althea MacMorton, Althea MacMorton fits the role.

In the opening reel she allows herself to be picked up by a sailor. Although she lives alone and is unsophisticated and what-not, she takes the derring, Paul Kelly, home immediately. Wearing detail and dialog of what goes on with Kelly and her helper in the shop, is finally relieved when she marries the sailor. In the shop once more, strange women suddenly come from the sailor's past. Bertha has a child and loves it. One of the women has a child and she adopts it.

Then her sister decides to run off with the sailor. The situation contains the only action in the entire running time, and that action is confined to shrill conversation.

But the sailor doesn't run away. And they live happily ever after. *Waly.*

Stock Market

(Continued from page 6)

lation of 50¢ dividend on account of accumulation, while M-G-M preferred rose on remarkably favorable 12-month earnings statement. Amusement items generally were firm to higher. Fox week active, Pathe 7s, which rose 3 1/4 points to 101, and Loew 6s, which closed on top at 101, were the brightest spots on Amuse. Second list, Paramount-Famous-Lasky 6s and certificates of same each scored an advance to 1 1/4 points. Paramount-Publix 5 1/2 rose 1 1/2 points to close at 44.90. General Theatre Equipment 40 1/2 were up a point at 9%, after climbing to a high of 7 1/4 during week.

Dividends Maintaining old dividend rates and some new favorable dividend increases, initial payments and extras cheered financial community. The \$2,000,000 voted by American Telephone & Telegraph Company directors could hardly be considered bearish. The usual quarterly dividend of \$2.25 declared during week means a cash distribution of this amount. Bell Telephone system showed earnings for first half of 1934 equal to nearly 60¢ a share on American Telephone stock greater than same period of 1933.

Consolidated Film Industries declared an additional 50¢ payable on preferred, making a total of \$1.50 declared this year for accumulations on this stock. The dividend is payable Oct. 1 to stock of record

Sept. 10. Preferred issue was strong all week on this news.

Metro-Goldwyn-Pictures Corporation for 13 weeks ended June 7, showed net profit of \$10.16 a share on about 154,173 shares of 7% preferred stock, comparing with \$2.09 profit earned on same stock in 12 months ending June 8, 1933. In 40 week period ended June 7, net profit was equal to \$29.56 a share, comparing with \$8.21 for same period ending on June 8 preceding fiscal year. For 40 weeks this year, company net, after charges, was \$4,697,770, or nearly four times the net amount for previous year.

Keith-Albee-Orpheum Corporation statement, which included subsidiaries, for six months showed a net profit of \$485 compared with a net loss of \$253,694 in first six months of 1933. B. F. Keith Corporation and subsidiaries reported a loss of \$59,195, compared with a net loss of \$144,026 in first six months of 1933. Neither reports were reflected in action of stocks in market.

Although much of the trade news and several forecasts are not chery at the present time, general trend of stock market now appears to be upwards. And in this move forward, amusement group looks to be situated in a strong position to join in the advance. Shift of trading interest from commodity markets to stock exchanges may be expected to aid the volume on any such forward movement.

Summary for Week Ending Saturday, August 18 STOCK EXCHANGE

High	Low	Sales	Issue and rate	High	Low	Last	Net chg.
7 3/4	7 1/4	100	American Seal	3 1/2	3 1/4	3 1/4	+
5 1/2	5 1/4	1,300	Consol. Film	20	19 1/2	19 1/2	+
34 1/2	34 1/4	100	Columbia P. vic. (1st)	20	19 1/2	19 1/2	+
17 1/2	17 1/4	1,000	Par-Publix 5 1/2	11 1/2	11 1/4	11 1/4	+
101	79	1,000	Bauman Kodak (4)	20 1/2	20 1/4	20 1/4	+
12 1/2	12 1/4	500	Fox Class A	10 1/2	10 1/4	10 1/4	+
20 1/2	19 1/2	34,500	Gen. The. (900)	19 1/2	19 1/4	19 1/4	+
34 1/2	34 1/4	14,000	Loew (1)	27 1/2	27 1/4	27 1/4	+
77 1/2	77 1/4	3,500	Do. (900)	10 1/2	10 1/4	10 1/4	+
20 1/2	20 1/4	100	M-G-M G. pref. (1,000)	25	24 1/2	24 1/2	+
3 1/2	3 1/4	7,800	Paramount 6s	3 1/2	3 1/4	3 1/4	+
4 1/2	4 1/4	3,400	Pathe Exchange	13 1/2	13 1/4	13 1/4	+
24 1/2	24 1/4	2,600	Pathe Class A	13 1/2	13 1/4	13 1/4	+
10 1/2	10 1/4	30,200	Radio Corp.	5	4 1/2	4 1/2	+
1 1/2	1 1/4	1,400	RKO	5	4 1/2	4 1/2	+
35 1/2	35 1/4	20,000	Radio P.R. B.	29 1/2	29 1/4	29 1/4	+
37 1/2	37 1/4	3,000	Warner Bros.	38 1/2	38 1/4	38 1/4	+
47 1/2	47 1/4	21,000	Westinghouse	38 1/2	38 1/4	38 1/4	+

a—Plus stock extras.

b—Paid this week on account of accumulations.

CURB

High	Low	1,000	Technical	High	Low	Last	Net chg.
14 1/2	14 1/4	900	Trans. Lux (200)	12 1/2	12 1/4	12 1/4	+

BONDS

High	Low	1,000	Technical	High	Low	Last	Net chg.
113	112 1/2	350,000	Gen. The. 5 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	11,000	Loew 4 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	6,000	Pathe 7 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	14,000	Par-Publix 5 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	14,000	Warner Bros. 5 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	14,000	Par-Publix 5 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	14,000	Par-Publix 5 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	14,000	Par-Publix 5 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	14,000	Par-Publix 5 1/2	101	100 1/2	100 1/2	+
100 1/2	100 1/4	14,000	Par-Publix 5 1/2	101	100 1/2	100 1/2	+

OVER THE COUNTER, N. Y.

High	Low	1,000	Technical	High	Low	Last	Net chg.
101 1/2	101 1/4	1,000	Gen. The. 5 1/2	101 1/2	101 1/4	101 1/4	+

PRODUCE EXCHANGE, N. Y.

High	Low	1,000	Technical	High	Low	Last	Net chg.
101 1/2	101 1/4	1,000	Gen. The. 5 1/2	101 1/2	101 1/4	101 1/4	+

a—Paid this week.



BEN BLUE
WARNER BROS. COMEDIES
Direction
LEO MORRISON Agency

EVELYN DAWN and JULIUS DARROW
"Dave Tono and Interest in the Stage Show" last week at the Fox Theatre, Brooklyn, said

"VARIETY"
(August 13)
"Giving tone and interest to the house production numbers are the acrobatic adagio interludes by the team of Dawn and Darrow." *Ode.*
Direction—MARK LEDDY

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ALYSE

Proclaimed by the Press and Public
"THE WORLD'S GREATEST ACROBATIC DANCER"
Held Over Third Week (Aug. 17)
ROXY, NEW YORK
(Many Thanks to Jesse Kaye)
Personal Direction, **HERT JONAS and JOE WILLIAMS**

GEAR

ONE MAKER YOUR BOX OFFICE

INSTALL RCA VICTOR PHOTOPHONE

OFFERING YOU:

- A Sound Box Office Attraction
- Complete Ownership
- A Self-Liquidating Investment

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PHOTOPHONE DIVISION
RCA VICTOR CO., Inc.
Camden, N. J.

A Radio Corporation of America Subsidiary

HIGH FIDELITY

Business is GREAT!



"TREASURE ISLAND" starts off with a whoop-la week (Berry, Cooper, Barrymore) at Baltimore, 16 percent better than record-holding "Tugboat Annie". Boston terrific! Held 2nd Week! *You're next!* A sensation!

"GIRL FROM MISSOURI" spreading box-office sunshine (Jean Harlow is an eyeful!) from coast to coast! She'll show you!

"HIDE-OUT" looks like another "Thin Man", it's got that (Robert Montgomery, Maureen O'Sullivan) certain something! *Talk it up!*

COAST PREVIEWS on "Barretts of Wimpole Street", "The Merry Widow" and "Chained" have set the whole film colony shouting M-G-M!

MAGAZINE CAMPAIGNS! BILLBOARDS! Hello 1934-35. Leo means business...at your box-office!



*"Harold
the"*

HAROLD LLOYD

in *The Cat's Paw*

with
UNA MERKEL GEORGE BARBIER
NAT PENDLETON GRACE BRADLEY
ALAN DINEHART GRANT MITCHELL

From the Saturday Evening Post story
by CLARENCE BUDINGTON KELLAND

Directed by

SAM TAYLOR

PRODUCED BY THE
HAROLD LLOYD CORPORATION
A FOX release

It's doing the business because...

It's headed for \$100,000 First Week at the Music Hall!"

LONG waiting lines... eager, pushing lobby throngs swamping the battery of box-office windows... inside, the mighty laughter from 6,000 throats rocks the gigantic theatre. "Harold Lloyd's greatest," thunders the public... "His greatest" answers the press... "Greatest for us, too!" echo the wise men whose job is counting receipts!

"Harold Lloyd has rung the bell again with a hit picture. Marks a departure from his usual line. More genuinely funny than his previous films. Long queue waiting for doors to open and crowds milling around lobby."
—N. Y. Daily News

"A new Harold Lloyd in a great comedy. He has never been more effective. A real story with thrills, comedy, suspense. A lively, amusing picture... real entertainment."
—N. Y. Mirror

"Invariably amusing and decidedly hilarious. The audience yesterday roared with laughter at the ingenious twists and turns of the fast-paced narrative."
—N. Y. Times

"One long, loud laugh... clean, fast fun. The rousing reception accorded the new Lloyd picture by a capacity audience eloquently attests the excellence of the entertainment and the popularity of the star."
—N. Y. American

"Fresh, amusing comedy with an unusual twist. The climax is as melodramatic as it is funny. Mr. Lloyd has gone wholeheartedly into his new type of enterprise."
—N. Y. Evening Sun

"Easily Lloyd's best picture in a long time. Grand entertainment... hilarious... packed with laughs, smartly directed, delightfully played. One of the funniest comedy situations in years. You'll enjoy it immensely."
—N. Y. Evening Journal

"One of the funniest, most wholesome, most welcome pictures of the year. Gorgeous nonsense from beginning to end. One of the most continuously hilarious of all the pictures the brilliant young comedian has given us."
—N. Y. World-Telegram



•
PICTURES
 TELL
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 STORY
 FOR
UNIVERSAL
 •

DIANA WYNYARD
 in Galsworthy's Best-Seller
ONE MORE RIVER
 A JAMES WHALE Production

**ROMANCE
 IN THE RAIN**

GIFT OF GAB
 The NEW Type of Screen Show
 with
30 BIG STARS

CLAUDETTE COLBERT
 in Fannie Hurst's
IMITATION OF LIFE
 A JOHN M. STAHL Production

ADOLPHE MENJOU
 in
THE HUMAN SIDE

DAMON RUNYON'S
**MILLION
 DOLLAR
 RANSOM**



N.A.B. POLITICS GET HOT

The Press and Sen. Dill

Newspapers are angry at Senator C. C. Dill, who is steaming up radio stations against the press-radio news bulletin system as now operating. Dill favors establishment of a radio equivalent to the A.P. and U.P. of newspaperdom.

Dill's use of government frank privileges to circularize broadcasters for answers to a questionnaire on the subject of news-casting, burned the press. While the propriety of the use of government facilities may be a matter for divided opinion, friends of Dill have pointed out that he proposes to employ the material not only before the N. A. B. convention in Cincinnati, but before the Federal Communications Commission, and that use of the frank can be justified as fact-finding for official consideration.

Marked bitterness of press comment against Dill shows once more how keenly the newspapers feel on this always-controversial subject of news reporting by radio.

Dill, Davis, Hard to Address N.A.B.; Expect Big Attendance in Cincy

Cincinnati, Aug. 20.

Senator C. C. Dill of Washington, chairman of the Senate Committee on Interstate Communications; Judge Edwin L. Davis, of the Federal Trade Commission, and William S. Hard, political radio commentator on the CBS chain, will be principal speakers at the annual convention of the National Association of Broadcasters at the Netherland Plaza in this city Sept. 16-18. Powell Crosley, Jr., is chairman of the committee on arrangements for the conclave.

In conjunction with the broadcasters' huddle will be held the yearly meeting of the National Association of Radio Editors, headed by Darrell V. Martin of the Post-Gazette, Pittsburgh.

Among important matters to be considered by the broadcasters will be the allocation of radio facilities to non-profit organizations.

Following the broadcasters' get-together there will be a special hearing of the N.R.A. Code Authority on wages and hours for radio technicians and entertainers. It is set for Sept. 20 in the Netherland Plaza.

Crosley anticipates an attendance of 600. Last year's meet at White Sulphur Springs was awkward geographically.

L. B. Wilson, president of WCKY, is lending a hand in arranging the convention program, although ill-health prevented his acceptance of a post for more active participation.

While here the broadcasters will inspect the transmitter plant of WLW at Mason, O., 22 miles from downtown Cincy, recently dedicated as the world's most powerful commercial blaster with 500,000 watts.

BILLING SQUABBLE NEARLY ENDS SHOW

NBC's Sunday night sustainer, 'Goin' To Town', narrowly escaped going into the discard because of a scrap among the cast for top billing. Program department became wearied of the frequent ructions over this angle and decided to solve the problem by breaking up the show altogether. Higher-ups, however, vetoed the idea on the ground that it was too popular to drop.

Those getting billing on the show are Ed Lowry, who doubles as warbler and m.c., Ryan, and No-Nonsense. Grace Hayes and Leopold Spitznagel, Sunday before last (19) the program introduced Sasha Jackson, and Standard Brands didn't like it because the violin soloing was associative with Dave Lubinoff on the Chase & Sanborn affair, which fills the same hour on the red (WEAF) loop.

Mexico Goes Nationalistic

Mexico City, Aug. 16.

Mexican Musicians Union has asked public education ministry to ban foreign musicians and orke from performing at its radio station here. Union argues that there are plenty native tune makers and orke hunt in job.

ANTI-NETWORK BLOC BUZZES

Talk That Indie Stations Will Seek Own Organization with NBC and CBS Owned or Operated Stations Denied Membership

NOW OR NEVER

Groundswell of a quiet secession movement is unmistakable four weeks before the National Association of Broadcasters is scheduled to hold its annual pow-wow in Cincinnati. A crisis may be near in the destinies of the N.A.B. due to the sharpened hostility between stations and networks. And the special representatives are feeding the fires of revolt.

It all boils down to the matter of time saturation on the networks, with the webs determined to hold control of full hook-ups. Against this is the strong disinclination of many stations to peddle choice hours for the meagre compensation of the debs while this same time can be handsomely auctioned to local or spot sponsors.

Veritable mass of politics complicates the situation, but in essence the anti-network bloc within the N.A.B. wishes to wash the organization clear of web domination. It is felt that now is the opportunity, as in a year's time extensions of power franchises by both networks will alter the present balance which tends to favor the stations against the webs.

Abrasives

It is practically conceded that no network-branded personage can win any of the top berths on the N.A.B. slate this year. On the other hand, the Indies fear the networks can bar the election of several strong candidates highly acceptable to the station men, but carbolec to NBC and CBS. Two big chains increasingly tend to consult each other in the common purpose of stopping the Bronx cheering section.

That the special representatives are feeding fever germs to their stations is admitted. Reps would like to see the N.A.B. shorn of its claimed vassalage to the webs, or, failing that, the foundation of a second organization of broadcasters sharing the common viewpoint.

Chicago, Aug. 20.

Special reps are going about the work of organizing the nebulous new N.A.B. very quietly, putting nothing down on paper and spreading the call only by telephone or across the table. Representatives and leading stations wish to keep strictly under cover until all plans are complete and the association ready to step into the radio picture. Many leading indie stations, which means those stations which

John Kennedy Kids Clock-Conscious Advertisers Without Showmanship

Chicago, Aug. 20.

RCA distributors had a meeting here last week and talked about tubes, trade-ins and new cabinets. Maybe that's not so important. But at this meeting there was John H. Kennedy as guest speaker for NBC and show business in radio. Talking informally Kennedy socked home some keen observations—summed up he implied that radio is, like it or not, part of show business and showmanship always clicks.

Elaborating on this notion Kennedy rapped those sponsors who treat their time yelling for a particular half hour on the clock who try to

Advertising Circles Think Small 'Webs' Will Grow in Popularity

Latest combination of stations developed as a network in an effort to cover the primary basic area at a minimum cost is WLW, Cincinnati; WGN, Chicago; WCAE, Pittsburgh, and WOR, Newark. Baume Hengue Analostique, will introduce this foursome as a hookup by itself Oct. 19. It will be a half hour program originating out of WOR. Contracts all around call for a Friday evening release over a period of 26 weeks.

Indie cross-country combine which included WOR and WLW and WGN is not new, but it's the first time that WCAE, an NBC affiliate and Hearst owned, has been made a part of one of these links.

Advertising circles anticipate the use of this type of hookup on a large scale during the coming broadcast season. Also that some big stations with NBC or CBS affiliation may, after enough business has been accumulated and the outlook becomes bright decide to form their own 'super' web. All member stations would serve as feeding points.

Baume Hengue show will consist of Norman Cordon, Lucile Peterson, a male quartet and Louis Katzman's band. Cordon is the baritone-basso who wore the mask on the Kraft-Phenix program.

Bowen Not Utica-Minded; Sticks to Work Out Byer Reorganization

Byer Recording Laboratory, Inc., in which Scott Howe Bowen holds a 50% interest, has been granted an additional 30 days to work about a plan of reorganization with its creditors. Order was signed by Judge Caffey in the New York Federal Court last week. Byer studios went into receivership three weeks ago.

Bowen, Monday (yesterday), denied the report that he was making arrangements to wind up his business in New York and devote himself to the operations of his station in Utica, WHTX.

Norman Baker Again

Muscatine, Ia., Aug. 20.

Norman Baker, former indie broadcaster, has on file with the Federal radio commission an application for reconsideration of permission to erect and operate a 5,000 watt station here.

Baker has been turned down once on the grounds that Iowa is now over-supplied with radio facilities.

are independently controlled even though affiliated with networks, and the representatives feel that their fortunes lie away from the present NAB and that they need an association which has no network owned stations.

Particularly want to fight for more station break time between network shows, better deals for the stations with networks and a militant organization that will fight for the independently owned station. They are comparing their situation with the theatre situation, where the independent theatre owners have their own association despite the fact that they use circuit-controlled picture product.

CBS REPS 14 STATIONS AS STARTER

As soon as it has obtained signatured contracts from the stations concerned CBS will announce its entry into the general station representative business. Outside of the 10 it owns or operates, the web has 14 outlets lined up for which it will spot selling on a national basis. With the latter group, each of which is a network ally, CBS had to date only oral agreements.

Network through its local sales department is not undertaking to sell spot time for any station which has a contractual tie-up with another station rep.

REVAMP CODE BEFORE CINCY

Washington, Aug. 20.

Hope that revised radio broadcasting code can be finished before industry convention at Cincinnati on Sept. 20 was expressed by NIA Deputy Administrator William P. Farnsworth, but so far calling of conference on major issues has been impossible because principal negotiators are scattered all over the map.

Still unable to fix a date to start ironing out differences on labor clauses, Farnsworth said he would attempt to get pact in shape for industry okay prior to the Cincinnati convention and Code Authority sessions. Possible that several issues, including artists' salary clauses, will be side-stepped and left for further consideration.

CAMP MEETING, 1934

Religious Colony Plugs Cheap Vacations Over Air

Philadelphia, Aug. 20.

Latest in broadcast tie-ups is the one being used by Rev. Percy Crawford over WIP. Religious service is presented for younger people during the winter and spring and plugs the advantages of Crawford's summer camp nearby.

Prior to attendance hits a low of 19 weekly. Attendees are treated to early morning gospel, swim in the lake and physical exercise activities. Camp meetings and sermons nightly in the open air substitute for warm church-bus in town.

Extent of Rev. Crawford's flock this summer has topped all previous seasons.

Air Line News

By Nellie Revell

Last Monday eve after their broadcast for the West Coast one of the Dick Himber musicians left Radio City via the 49th street side. This is opposite the parking space and at that late hour lights are not too good. Called to the curb by three ladies in a car asking for directions. Wound up on a roof over on 10th avenue minus \$30, his watch and trousers. Finally staggered down and into a cab in his undies, drove to the Essex House, and sent cabbie in to Dick Himber for a pair of trousers.

It's Always Embarrassing

New Mickey Cochrane series over CBS for Ford was booked and announced on the air without the knowledge of the New York office of CBS and the agency. Show was submitted and bought late Saturday, the deal running over to Sunday August 11. First warning the New York office got came from the plug on the Waring show that same Sunday eve. One of the Detroit paper men is doing the script.

Hiller Breaks NBC Rule!

Both NBC and CBS are very definite about broadcasting recorded shows. NBC after spending much money to send Vallee, Westminister Choir, Southernaires and Eva Jessye Choir programs to Russia cut the Soviet show off two minutes before the opening because it was a recording. Instead the stand-by show went on. The German Government did both chains nicely last week, however. Both networks opened their studios a half hour earlier to catch the Hitler Ecology for Von Hindenburg. NBC even had the press folks on hand for a translation. After it was all said and done the NBC discovered they had been duped. It was a recording!

Advance And Give the Password!

All clients' rooms at NBC are now locked at all times. Opened only when clients are known to be coming, with openings and closings being timed by pages. Also the observation booths of all commercial rehearsals and broadcasts are locked. And any audition even if only for Program-Board means locked doors. All J. Walter Thompson Agency programs are working-behind-locked doors also. So it's a case of not only you can't watch but you can't enter the studio without okay from agency.

'Who is the Man With the Ear Muffs?'

Radio City Guide Service was swamped last Tuesday. Twenty-eight hundred and nine sightseers were escorted through studios. Day included two out-of-town groups totaling 1,100 persons. One group of 800 moved in at one time. What with the plush ropes and brass posts and crowded aisles the place looked like the intermission at the Music Box.

Sounds Like Hollywood

In answer to a telegram from John Royal calling him to announce the Danny Malone debut, Graham McNamee answered, 'Who the heck is Malone?' and received the following answer from Royal, 'Shut up! We're having enough trouble trying to explain to him who you are!'

Helen Trix on WEVD

Helen Trix of 'The Trix Sisters' of Paris, London and New York starts a midline series over WEVD tomorrow eve. Helen is an American girl who has lived in London since she went over for John Murray Anderson and the 'Greenwich Village Follies'. She was the wife of the late Frank Fogarty, 'The Dublin Minstrel'.

Vacationing

Jerry Cady on one month leave of absence from Fletcher-Killis agency—going to California—wrote the Babe Ruth shows. Bob Taplinger of CBS press to Spring Lake for week-end. Ardis Ackerman of J. Walter Thompson Agency press to Chicago. Reed Routledge subbing. Reed is a female. Mae McNair, CBS guardian of the 18th floor, left Friday for two weeks at Cape Cod. Pat Hurley, secretary to Johnny Johnsons, resting for two weeks. Nila Mack, CBS writer and production, away for three weeks. Knowles Entenkin will sub. Nila handles the Sunday morning kiddie shows. 'Cheerio' visited with Herbert Hoover while in California on vacash. Burke Miller insists he'll do a lot of sleeping in his own bed. Jack Lavin and wife back from month's motor trip through West. Don Higgins, news editor of CBS press staff, visiting friends and relations in Chicago. Mary Doust back at WOR. Herb Poelsie, L. Walt Thompson production man on the Kraft show, to Kingston, N. Y., for a week and then to Saratoga for last week of races. Taking the frau who is Nancy Raymond, society editor of Daily News, along—couple also taking a young fox terrier. Bob Simon, the music specialist of the agency, will sub.

Scrambled Notes

Both chains have sold so much commercial time they have issued edicts about taking local commercials. NBC will no longer sell WEAF or WJZ locally on Sunday, and CBS will do no more new sustaining shows till all commercial time is set. Chains are giving 'The O'Neills', WOR Irish family skit, the once-over. Bab-O jumps to half hour on the 26th; had been 15 minutes for the summer months. Van Heusen returns in Oct. Alf Evans, NBC musician, had two clarinets and two saxophones stolen from one of the larger studios between a rehearsal and performance. Johnny Cantwell writing continuity for Two Blues and Larry Grant at WEAF. Select Music Corp now has name on door at Rockwell-O'Keefe. Philip Morris show renewed for 26 weeks. Clyde North handling Tastestart production for Rocke Office comes from Chicago, collabed on play titled 'Remote Control', on the boards here about three years back. House-Jameson now chief announcer at WEVD; former Theatre Guild actor and free lance radio artist. Curtis Arnolds and Rocke Productions have severed relations. Curtis Arnolds, the original 'Red Davis', which he is no longer due to money squabbles, is playing bits on the Palmolive show. If no other show can be lined up Jack Pearl will be used on the Chase & Sanborn spot after Cantor. The NBC baseball team composed of pages and guides is leading The Motion Picture League with eight won and two lost.

Just Gossip

Johnny McGovern and Phillip Ryder went temperamental during an audition at NBC last week and the show was cancelled. Show titled 'Palace in Hollywood' was being auditioned by an agency. Grace and Eddie Albert who broadcast as 'The Honeydewers' are neither married nor related. Rockwell-O'Keefe now handling Bob Ripley for radio. Ripley is in Africa right now. Certe's Maria's Matinee folds on Friday. Duck Rogers' return on Sept. 3. Helen Fox, CBS hostess, a native Kentucky girl, will be 'kerned' by Gov. Lafoon as a birthday gift. Ed Ingles leaves NBC press to join Earl Ferris press office. Sidney Evans, head hostess at NBC, lost her mother last week. Helen Handin passed away in California early this month. The Peter de Rosas are moving to New York for the winter. Harold Levy will be known by his own name in the future instead of 'Don Allen' any other nom de plume. Patricia Ford resigned from WOR sales promotion. Thelma 'Toddy' Salzberg, assistant to Joe Hartly in WOR copyright dept, married a Brooklyn barrister Sunday. K. K. Hansen had toothache trouble last week. Honeydew Owens of Benton & Bowles doing scripts for the Palmolive operettas. 'Taffies' will switch time again. CBS will air this one on Sundays early in Sept; commercial time trouble. Maxwell Showboat will do 100th show on Sept. 5. Five native Pittsburgh boys in the Don

10% Up

With the estimate based on contracts already in the files, NBC figures that its turnover from time sales this October will be at least 10% better than it was in October '31, which still stands as the web's record for that month of the year. In October '31 the gross take came to \$2,318,091, as compared to \$2,131,517 in October '33 and \$2,063,273 in 1932. Difference in grosses between the parallel months for '33 and '31 amounted to 8%.

Waxworks

U. S. Tobacco (Dill's Best) is supplementing its Friday night show at NBC with a spot campaign. From entertainment in the latter instance the account is having its network programs taken off on discs. Stations coming under the spot arrangement are getting 52-week contracts with the usual cancellation clauses. Outlets taking the disc number 13.

Life Buoy Soap through Ruthrauff & Ryan is having NBC's transcription department turn over a series of 45 five-minute discs for distribution among 12 stations.

Armand Co. is resuming the recording and broadcasting of the platter series—with Jane Froman, Don Ross and Lennie Hayton's band. With 13 projects involved in the deal, production stopped after the ninth master because one of the artists was ill.

Niagara Hudson Power and Light Co. has through B. D. & O. resumed its spot campaign through New York State. Series calls for 73 fifteen-minute recordings with Little Jack Little. Discs will be played at the rate of three a week.

Mantle Lamp Co. of America will fill all 20 stations for another Smilin' Ed McConnell recorded series. Stencil order is for 13 quarter hour sessions.

Billy Ellsworth is using platters exclusively to audition his hill-billy acts to the clients and stations throughout the country. Recorded at the RCA Victor Chicago studios, the platters carry a regular 20-minute show with an announcer tying the songs into a program. Are on two sides of a 10-minute disc.

Among the acts being auditioned in this manner are Tots and Don, Hoosier Hot Shots Girls of the Golden West, Patzy Montana, Chuck and Ray, Buddy, Zeb and Otto.

Molle Ponders

Stack-Goble agency last week auditioned five programs for contemplated replacement of the old Mobile setup. Two of these were picked for piping to the clients in Chicago.

Submitted pair were the King's Men, harmony trio that Paul Whitman imported from the west coast, and a 15-minute minstrel show.

Bestor ark. S. L. Hirschberg from Albany to N. Y. for Peck Agency. Will handle new accounts. Ed J. Neely, 'The Old Stager', assisting Benton and Bowles since Ruffner on vacash and Bacher to go soon. Paul Wellen, NBC page, was champ swimmer at Commerce and looks to cop the 100-yard swim in Daily News Derby. Roses and Drums returns Sept. 9 at NBC. Jack Roche, asst. news editor at CBS, out with tonsillitis.

Ed Samuels of CBS press to Detroit to handle Ford show and rest. H. E. Stuckles of same office away for two weeks. NBC studio on ninth floor all tucked out with apparatus making visible the voice as it travels from microphone to loudspeaker; has one gadget to show the different vibrations of each voice. Jack Pearl has yet to do a comedy drama play. Joe Venuti to Palladium in London on August 27. Jolson hasn't been renewed since his last show which finished his contract and Joe Cook's option comes up in two weeks and nothing has been said as yet. Sid Weiss and Ivy Fields have combined publicity offices, also collaborating on radio and movie scripts. Louis Wiley doing NBC production on the Kraft show, replaced N. Sweetser.

Stork Theory Up Again

Three babes in three weeks are expected in the CBS press dept. Dave Carter on Sept. 19. Bob Wilkinson on the same date. And J. P. Gude, head of the dept, on Oct. 10. The boys have a lottery based on the gender of the first arrival. Ed Cashman of CBS production expects an heir in Oct. Ward Wilson any day. Veronica Wiggins has a little girl, and the Jack Fultons are hoping theirs will be one too. Brooks Temple of WINS has baby girl.

Always Auditioning

Beatrice Lillie, Johnny Green Ork., Conrad Thibault at CBS for Sanka Coffee, two days running. Lux Soap listened to 'The Green Goddess' condensed to a one-hour show. Claude Rains played the George Arliss role. Idea is for a new show each week at NBC. J. W. Thompson Agency. Smith and Dale, Ray Heatherton, Martha Mears and Lee Perrins Ork at NBC for Mollie as who didn't but looks like Kings Men, the Whitman's proteges, have the inside track. Kate Smith for LaFrance.

Radio Chatter

New York

John Sheehan, tenor on an afternoon over WGY, no longer goes near any climbing plant whose leaves are grouped in threes. Got a bad dose of poison ivy recently while attired in a swim suit.

During vacation, Robert Rissling, of WGY's announcing unit, went to New York and uncorked his dramatic baritone on 'Air Breaks', new artists' program which NBC sends weekly to a group of stations in red ink.

Bob Stone, of WGY's continuity staff, doing a grandfather's role, despite his youth, in 'The Mudcrawlers', serial sketch written by Frank Oiler and acted by Malinee Players.

Station WGNV, Chester, broadcast the light harness races from Tishen.

Lyron Snowden resigned as police reporter for the Albany Knickerbocker Press to join the sales department of WOKO.

Deila Beardon, singer on WSYR, Syracuse, married Miss Birdlow, vocalist and musician, at Sandy Creek July 31.

After several months traveling through South America, L. C. A. Ferguson has returned to WESG, Elmira, with his program, entitled 'The Traveler'.

Mrs. F. Crowe Kennedy, soprano, and Don Ruth, baritone, formerly individual artists at WESG, Elmira, have made their bow as a duo.

Four barrels recently joined the ranks of 11 sponsors. Now its garage cans. Product called Garbo has five minute talks starting on WJCA.

Burt McMurtrie busy arranging new programs and pickups for WMCA. Park Central, St. Moritz bands and Gloria Grafton are added starters.

Lang Sisters, harmony duo, formerly with Paul Tremaine and Johnny Johnson's orchestra, and recently working at the Club Palomina, Schenectady, are now doing via WGY a morning-weekly commercial with Betty Lenox (Patricia Sheldon), household expert.

Girls have broadcast over station for sometime on late-afternoon shots.

Yoichi Hirakawa, xylophonist on a breakfast hour program over WJZ, was a birthday guest last week on Cheerio's broadcast over the WEAF red web. Spoke in Japanese and in English.

Cheerio (Charles K. Field) back at work on his early morning broadcast over 30-odd stations in the NBC web.

Irving Aaronson's Commanders broadcasting over the NBC red network from Manhattan Beach.

Two WMCA gals, Jean McDonald and Esther Carpenter, off to Bermuda.

Among WGY's new commercials is one sponsored by a school. Program, called 'Campus Days' and featuring John Sheehan, tenor, is presented by the Albany Business Girls.

John A. 15-minute shot, fired on Thursday afternoon.

Pauline Alpert's car was totally wrecked and her face cut and bruised, but she made her broadcast just the same.

It will be Joe Bolton's birthday Sept. 8 when he returns to WOR from his vacation.

Dorothy Brothwood of Parmelee System, Inc., learned that it is a company union. Parmelee system.

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Short Shots

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sponsors Land: Trio and White over WEAF.

Walter Ahrens tenoring with Conrad and Tremont, piano team, at WOR.

Georgene Carol Marnie, 12, will be guest pianist with the Bamberger Little Symphony Aug. 23.

Ohio

George Moore, commercial manager of WCKY, Cincinnati, fishing in Michigan.

Suzanne Heekin, Cincy society girl and a grad of St. Mary's Academy, South Bend, Ind., clinched a berth on dramatic staff of WLW. Ward and Muzzy, piano duo, on NBC links for past year, now on staff of WLW, Cincinnati; they're Maurine Ward and Florence Muzzy, both from Wichita, Kans.

Uberto Neesley, fiddler with Sohio Melody Masters on WLW, is on Cincy College of Music artists' faculty.

'The Old Home Town', a new Friday 30-minute sustaining show on WCKY, seems to have struck a popular fancy with that station's listeners, as evidenced by flood of fan mail. Sid Ten Eyck, Alvin Crabtree, Johnny Hayton, Carl Spear Spradling and Bob Keys, Alma Ashcraft, Helen Thompson, Richard Chann, Maurice Thompson, Radio Tomboys, and Lowell Baxter, organist, are in it. Script by Maurice Thompson, who also does directing.

Wilson Lang, tenor on the WLW staff, ratios golfing honors, but not for his playing. Last week he entered an annual tournament on the links. His hopes of busting into the early 90s were for naught. However, he won the prize—a \$90 set of matched clubs. He is a left-handed utility-digger and the sticks were for a right-hander, but the judges were quick in arranging for a change to his liking.

Fourth annual outing by Crosley radio dealers will be held Saturday (25) at Olentangy Park, Columbus. A free entertainment program will consist of appearances from Crosley's WLW station in Cincinnati, including Hink and Dink, Stanley Peyton, Sara Wayne, Sandra Roberts and Franklin Bens.

Illinois

Marlon and Jim Jordan away from NBC on a week's vacash.

Dorothy Brothwood and Noble Cain flew to Michigan City for a civic get-together.

Truman Bradley, CBS announcer, called back from vacation in Michigan for a night to do the Sunday Ward Baking program.

C. L. Messner readying for an air-plunge in the lake, with 50 hours of soloing to his credit.

Leonard Erickson in Montana for his vacation.

Bob Kaufman's press staff at CBS augurs a new with June Scheibel from the Daily News.

CBS local studios issued a pink publicity sheet bulletining 30 latest casualties in the line of injury ranging from skull fracture to tumblers while airing a dog.

Indiana

Marjorie Kronmiller, 13-year-old songstress, goes on WOWO's Dietrich Bakery program as featured singer with Tangeman's orchestra. Said to be the youngest warbler in state on a major commercial, and specializes in popular hits.

Pacific Northwest

Upon the special invitation of Louis-Wasmer, head of stations KIQ and KGA, Spokane, Ivan Dittmar and Don Isham, KOL, Seattle, organized the program as a featured part in a two-hour dedication program for the newly installed KIQ-KGA organ.

KOM and KJR, Seattle, continuing with the nightly Club Victor broadcasts with the coming of Jack Bain's orchestra to the cabaret, replacing Hal Grayson. Broadcast goes on Coast, but an hour each Tuesday and Saturday eve. Hal Wolf announcing.

New names on the announcing staff of KGW and KEX in Lawrence J. Keating of New York City. Keating comes to the radio with a record of 14 years on the stage, replacing Hal Grayson. Broadcast goes on Coast, but an hour each Tuesday and Saturday eve. Hal Wolf announcing.

Pacific Coast Network will broadcast a new show this month from KGW. Bart Woodard and his band will take the place of Jack Bain's group for a month while the latter fills an engagement at the Club Victor in Seattle. Woodard and his band will continue in Portland, with continue Bain's schedule of three broadcasts weekly over KGW to NBC.

New program of KEX is a three (Continued on page 35)

SHEPARD POWER IRKS CBS

WOR Placing Talent Under Contract In Move to Build Up Artist Bureau

WOR, Newark, has begun a campaign to sign up all talent appearing over the station under exclusive contract to the WOR artist bureau. Heretofore such affiliation has not been indispensable, although the artists bureau for some time has been given increasing attention.

With the demand that everybody place themselves under contract WOR is obliged to pay sustaining talent, a good share of which heretofore went uncompensated, according to the traditions of broadcasting. It may also mean that unsponsored talent generally will have to be paid more to offset the 10% commission the WOR Artists Bureau will assess against all outside radio or theatrical engagements.

While performers are grumbling and many speak of quitting WOR altogether rather than be pushed into what they deem a mortgage on their futures, it is too soon to know what possible losses the station might take. Evidently the station feels no need for alarm. On the contrary, WOR looks upon itself as a beneficial influence in the lives of radio radio-crazers.

WOR's Defense

In defense of the new policy WOR argues that the station is the next step below the networks and that performers find it a happy strategic position from which to approach NBC and CBS. WOR is sympathetic but not entirely philanthropic where performer auditions are concerned, and in the future wants to share in the rewards artists reap from network commercials or other sources, thanks, the station feels, to the build-up on WOR.

Performers don't object to paying WOR 10% on engagements actually booked by the WOR artists bureau, but they choke at paying commission on any work they may promote for themselves.

COAL AND GOOSEPIPPLES

Hard-to-Thrill Fuel Boys Pick Own Crime Scripts

Distributors of Blue Coal essay no shrinking violet act when it comes to expertizing on the crime mystery story. They aver that their contacts with "The Shadow" series of two seasons ago made them enough of an authority to tell a good shocker when they read it, with the result that the agency on the account, Lithuanoff & Ryan, is finding it tough lining up scripts for the same show's revival on CBS this fall. New series starts Oct. 1.

Of the 18 scripts submitted to the client only two have been approved, and these are tentative acceptances. Blue Coal is pursuing its previous policy of engaging no particular writer or writers for the program. Account prefers to make it an open field with all scripts turned out and submitted on a strictly speculative basis. Ben Roche has the contract for the show's production.

Geo. Young Banged Up

Minneapolis, Aug. 20.—Di George W. Young, owner of independent station WDCY was seriously injured in airplane crash near here Saturday. While flying north alone in his airplane to spend a few days in the lake region his ship was caught in a violent wind storm. Young sustained internal injuries and no one was nearly torn off.

Hayward's CBS Job

Henry F. Hayward has replaced Julian Field as executive producer supervisor for CBS.

Research Wins Again

Spot broadcasting campaign for Scott Thorne is being handled now by the J. Walter Thompson agency.

Royal Garb

LANCASTER, Pa., Aug. 20.—C. R. McCullough, general manager of the Mason-Dixon radio group, came in for a lot of kidding recently when he was bowled over by a truck.

Gangsters claimed new talon trousers were being worn by the g. m. for the first time and that lack of confidence diverted attention from the regular job of watching traffic.

McCullough escaped without serious injury although pants were listed in inventory as total loss. Prince of Wales started the talon trouser fad.

BEST BY TEST RULE PICKS SCRIPTS

CHICAGO, Aug. 20.

Scripts for the Grand Hotel program collected during the last two months are being eliminated by the local NBC staff in a new way. The Board first decides whether or not there is any merit to the script. Those that have no chance are immediately put aside. The rest are being given to the cast to put on as a regular audition, and the best chosen. It's expected that due to the difference that exists between just reading a script and putting it on for practical test a better selection can be made and squawks about unfair selection will be avoided.

Grand Hotel program sponsored by Campana goes back over the NBC wires Sunday afternoons starting Sept. 23 at 4:30 EDT.

No Lillie for Sanka

Combination of Beatrice Lillie and Johnny Green has been turned down by General Foods. English comedienne and a Green unit were auditioned for a half hour program for Sanka coffee.

Another show for the product will be submitted to G. F. as soon as it has been ready by the Young & Rubicam agency.

ONE-MINUTE BLURBS ON BIG HOURS NOT WELCOMED BY LEADING STATIONS

Boost Rates to Discourage Bargain-Hunting Sponsors —Advertisers Who Contribute No Entertainment for Public Get Runaround

CHICAGO, Aug. 20.—Problem of evening announcements is weighing the big stations and spot business representatives. With the network business running at top speed already and apparently set for a sell-out from the start of the fall season, the stations are wondering how they are going to find time for these spot announcements.

It looks as if the one-minute tariff for announcements will be sharply discounted as evening broadcast particularly since the networks are cutting down on the breaks between web shows.

Minute announcements in the past few years have come to be regarded as a necessary evil.

MAP FIGHT IN NEW ENGLAND

Important Market Area, Now Commanded by Yankee Regional Network, Scene of Struggle Between CBS and Boston Nabob

JOCKEYING

What the broadcast trade construes as Columbia's first move to break John Shepard's domination of the New England territory through his Yankee network are the efforts currently being made by CBS in behalf of WHDH, Boston. Columbia is seeking to have the station granted full time privileges and a boost in power, the latter by way of transfer to another wavelength, with a view to taking over WHDH eventually.

Another manoeuvre on the part of CBS that Shepard himself regards as an attempt to weaken his position is the signing up last week of WORC, Worcester, on an exclusive representation basis by the web's local sales division. WORC has been associated with the Yankee network practically since the regional's inception. Another outlet in the Shepard link that has allied itself with Columbia's local sales department is WDRR, Hartford. It is reported that Sam Pickard, one of the CBS v.p.'s, controls a hefty share of the latter outlet.

As the trade sees it, CBS has undertaken to pave the way for a New England setup of its own to replace the web's current dependence on Shepard for program clearance in the Boston and Providence areas. Shepard's contract with Columbia has two and a half years to go and the web figures that in the meantime it can so organize its forces that when this agreement expires it will be in a position to do without Shepard or talk easier terms in the event of discussions for a renewal.

Important Markets

Shepard's status as far as Columbia is concerned has been an entrenched and solid one in the New England territory. CBS clients have demanded the inclusion of this New England coverage and the contract held the past two and

Trade Hears WOC-WHO, Des Moines, May Go to Cowles Bros., Publishers

Radio-Scorner Wins

Lincoln, Aug. 20.

Day after the Nebraska primary election, the Associated Press took a slap at radio advertising in commenting on the nomination of Dwight Griswold, republican candidate for governor.

To quote the A.P.: "Dwight Griswold, 40-year-old newspaper publisher, who scorned the use of radio in his campaign, apparently won the nomination with more votes than his four opponents combined."

Most newspapers black-faced the type on this line.

KYW NOT FOR LEVYS LATEST PHILA. DOPE

Philadelphia, Aug. 20.

Latest information seems conclusive corroboration that the long-negotiated frequently-rumored deal for the WCAU (Columbia) boys, L. D. and Leon Levy, to take over and operate KYW for NBC is cold and closed.

When KYW moves here from Chicago in the fall it will be under Westinghouse - NBC joint operation. Temporarily the Westinghouse plant in West Philadelphia will house the studios but later a downtown location will be found.

Understood NBC has already appointed the manager from among its New York staff.

A half year by Shepard has garnered him a large share of the proceeds taken in from these sources by Columbia. Importance of Shepard's position is gleaned from such statistical data as the fact that though New England constitutes only 2% of the country's geographical area it contains 6% of the population and that it accounts for the sale of 10% of all the manufactured food.

WHDH operates on 830 kilocycles and at 1,000 watts. CBS hopes to have this power upped to 5,000 watts and the station to the 640 kilocycles channel. In retaliation for Columbia's manoeuvres in Hartford and Worcester Shepard declares that he will seek permission to build a 100-watt outlet in each of these towns.

Parallel with the announcement by WOC-WHO, Des Moines-Davenport, Ia., that it's constructing a transmitter capable of shooting 500,000 watts, comes the report that there is a possibility of the Cowles Brothers, Iowa's political bigwigs and publishers of the Des Moines Register, assuming a controlling position in the station's ownership.

Though Dr. R. J. Palmer, operator of the chiropractic school of that name, currently has a major stock interest in the outlet, NBC holds an option that might swing this control in the direction of the Cowles family.

Who obtained the right to pick up a hefty share of any new stock issued by the Central Broadcasting Co., which operates WOC-WHO, as a result of loans for equipment made by NBC.

New antennae for which Palmer has just awarded the contract is a replica of the KDKA tower used by WLW, Cincinnati. Tower will be located in Mifflinville, Pa., and is expected to increase the primary day and night coverage of WOC-WHO from 35 to 38%.

College Games May or May Not Air for Luckies

Whether Lucky Strike will go in this fall for football game broadcasting is still problematical. Agency on the account, Lord and Thomas, has completed its survey of the college tie-ups available and is now waiting for George Washington Hill, American Tobacco prez, to deliver his final say-so. Many colleges sidestep the commercialism angle.

If the proposition goes through the cigar roller will be bankrolling seven or eight different circuits made up of NBC affiliates in various sections of the country, with each circuit carrying a game of particular interest to that region. Because of the monopoly held on this type of broadcast by the Associated Oil Co. in the Pacific Coast region, Lucky would have no outlet for its football series in the latter area.

During the survey still competition for the games was encountered among local stations affiliated with CBS or having no network alliance whatever, such as the case of WGIN, Chicago.

Saturday night chinests which chick Mehan, Manhattan College football coach, holds at the Pennsylvania hotel may go on the air this fall. To these gatherings come gridiron coaches, stars, scouts and officials and sportswriters for the verbal going over of the outstanding plays in the past week's games. Interested in giving the weekly event a network release is a flapping cream account.

St. Paul, Aug. 20.

KSTP has sold University of Minnesota football for 1934 to North-west National Live Insurance Co. of Minneapolis, same sponsor as last year.

Phil Brownson, station production manager, will again be at the mike when the Gophers tackle really tough opposition, the struggle paces over the NBC national network.

This fall the Minnesota Fighting Gophers will go nationwide. Nebraska, Minnesota and at present some the Big Ten's best schools. The chief trouble is not national, but which depots get the records the station transmits to after the picture is shot.

St. Paul, Aug. 20.

Associated Press and Company has sold the monthly record of football linebacks for both Columbia

played by the stations as the means of getting four or five minute talks within a 15-minute evening session. But the large announcement buyers are refusing to go into partnership shows, desiring to hang, parasite fashion, on to the tail-end of a big network show rather than be jumbled together with a horde of other announcements.

Station representative outfits are spending unprecedented sums of coin on long distance calls and telegrams these days trying to clear time in their stations for full announcements, but it's a heart-breaking job with few of the larger stations being in a position to guarantee anything. Believers are that the announcement business as far as evening plays are concerned will be shunted over to the second strand stations.

For the large manufacturers they will concentrate their announcements on public service in the such as time signals and weather forecasts.

Typical European Program Schedule

London, Aug. 10.
Radical differences between American and European broadcasting can be realized by contrasting characteristic program listings for leading transmitters within receiving distance of the British Isles. It will be noted that the Radio-Luxemburg, Radio-Normandy, and Poste Parisien stations have commercial sponsorship. It will also be noted that long gaps of silence between broadcasts are the rule in overseas programming.
Programs marked with an asterisk (*) are commercials.

POSTE PARISIEN

312 M., 959 Kc., 100 Kw.

Announcer: H. Nalab
5:30 p.m.—Tunes from the Shows
A Musical Impression of the Three Sisters. Selection—Folight Parade.
Song—Josephine. (The Women). Hurton
The World Laughs On (A Kiss in Spring).
Kallia, the Dancer. (The Women). Hurton
Selection—Conversation Piece. (The Women). Hurton
6:00-6:30 p.m.—Dance Music by Stanley Harnett and His Orchestra
(Gramophone Records)
Open the Window and Let in the Sun—Fox
Melody in Spring—Fox
Dial Lee—Quickstep. (The Women). Hurton
Bemaline—Fox
Old Man Blues. (The Women). Hurton
You Oughta Be in Pictures—Fox
Riding on the Clouds—Fox
Kisses of the Jungle—Hot Fox
10:30 p.m.—Corot Broadcast
Dance Music
Josephine—Fox
Madame, Will You Walk?—Fox
Levi's Last Word Is Spoken—Waltz. (The Women). Hurton
A Thousand Goodnights—Fox
10:45 p.m.—Ballade Concert
Dance Music
Signature Tune—Happy Feet.
Stole Back the Girl—Quickstep. (The Women). Hurton
Dancing in the Moonlight—Fox
Signorina, I Love You—Tango. (The Women). Hurton
The Very Thought of You—Fox
Signature Tune—Happy Feet.
11:00 p.m.—Old Favorites
Antonio Pasquale Ramon. (The Women). Hurton
A Bachelor Gay. (The Women). Hurton
Sweet Genevieve. (The Women). Hurton
At Trinity Church. (The Women). Hurton
Looking Backward—Fox
Oh No, John. (The Women). Hurton
Mother Macchree. (The Women). Hurton
The Maxima. (The Women). Hurton
11:30 p.m.—I.R.C. Goodnight Melody and Close Down

RADIO-LUXEMBURG

1,304 M., 230 Kc., 200 Kw.

Announcer: H. Gre
10:30-1:00 p.m.—Irish Hospitals Sweepstakes Concert
Arranged by the I.R.C. (Irland) Ltd.
Dance Music
Signature Tune—Come Back to Erin.
Keep Tempo—Fox
Homeward—Fox
Alone—Waltz. (The Women). Hurton
Hand in Hand—Fox
Once in a Blue Moon—Fox
Pome-Tango. (The Women). Hurton
Who'll Buy My Lavender?—Fox
Mauna Loa—Fox
Sad in the Willow—Fox
Signature Tune—Come Back to Erin.
1:30 p.m.—Queens Health and Liver Salts Concert
Dance Music
Military Band Music
Entry of the Gladiators. (The Women). Hurton
Second Serenade. (The Women). Hurton
Bakers' Waltz. (The Women). Hurton
Sons of the Brave. (The Women). Hurton
Preserve your health by taking Queens Health and Liver Salts. For free sample send a postcard to Queens Health Salts, Sparkbrook, Birmingham.
1:45-2:00 p.m.—Outdoor Girl Concert
Madame, Will You Walk?—Fox
Josephine—Fox

Agency Takes—Waltz. (The Women). Hurton
Melody in Spring—Fox

RADIO-NORMANDY

206 M., 1,456 Kc.

Announcer: T. St. A. Honn, C.F. Hope, J. Sullivan and N. Honn.
10:00 a.m.—Capitale
In Old Vienna. (The Women). Hurton
Marie-Noel. (The Women). Hurton
Unter den Linden. (The Women). Hurton
The Man Who Broke the Bank at Monte Carlo. (The Women). Hurton
Hilde Park Corner. (The Women). Hurton
Paris' Madrid. (The Women). Hurton
Minutian. (The Women). Hurton
10:30 a.m.—Sacred Music
Flight the Good Light.
Safe in the Arms of Jesus. (The Women). Hurton
The Church's One Foundation. (The Women). Hurton
Abide With Me. (The Women). Hurton
10:45 a.m.—Orchestral Music
A Radio Roundabout. (The Women). Hurton
Sparshatt's of Portsmouth are distributors of Duvina Commercial Vehicle.
My Lady Chantry. (The Women). Hurton
Drive to lovely Midhurst in Sussex and King at the Farnborough Hotel.
Valde des Marceottes. (The Women). Hurton
Travel by London-L.U.W. Air Line. Victor's to Shandling. (The Women). Hurton
Phone, Hayes 410 or Slon 6262.
March of the Russian Hussars. (The Women). Hurton
Now is the time to make a big profit on old gold. Sell it to Sprinks, 5, King Street, S.W.
11:00 a.m.—Sacred Music
11:30 a.m.—12 (Noon)—Thilo Hupp's Half-Hour
Military Band Music
Philo Signature Tune.
The Teddy Bear's Picnic. (The Women). Hurton
Le Grand Hotel. (The Women). Hurton
La Paloma. (The Women). Hurton
I'll Be Home Again. (The Women). Hurton
Selection—Jenny. (The Women). Hurton
Gallantry. (The Women). Hurton
Under Freedom's Flag. (The Women). Hurton
Serenade. (The Women). Hurton
Philo Signature Tune.
Philo for ready clarity, pure, true, undistorted tone.
2:00 p.m.—Hayes' Celebrity Concert
(Gramophone Records)
Verdi's Macbeth.
The London Palladium Orchestra.
In Old Vienna. (The Women). Hurton
Carl Hagen. (The Women). Hurton
Knights of the King. (The Women). Hurton
Band of H. M. Royal Horse Guards (The Blues).
Serenade. (The Women). Hurton
The Man on the Flying Trapeze. (The Women). Hurton
Eddie Cantor.
I've Found a New Baby. (The Women). Hurton
Crisp Mills. (The Women). Hurton
Popular Waltz Piano Medley.
Peggy Coulrane.
Marie Lulline.
Marek Weber and His Orchestra.

RADIO SAN SEBASTIAN

238 M., 1,258 Kc., 100 Kw.

Announcer: J. P. B. Walker
2:00 a.m.—Light Orchestral Music
Heartless. (The Women). Hurton
I'll Be Home Again. (The Women). Hurton
White Horse Inn. (The Women). Hurton
In the Gloaming. (The Women). Hurton
Musette. (The Women). Hurton
Selection—The Gipsy Princess. (The Women). Hurton
2:30 a.m.—Light Music
Wee Macgregor Fair. (The Women). Hurton
Cracker Jack. (The Women). Hurton
Blue Bells. (The Women). Hurton
Third Dragon Castle. (The Women). Hurton
En Feu d'Amour. (The Women). Hurton
Play to Me. (The Women). Hurton
The Kums Motley. (The Women). Hurton
2:00 a.m.—I.R.C. Goodnight Melody and Close Down

Cortez Shells Again

Hollywood, Aug. 20.
Ricardo Cortez makes a second appearance as film guest star on the Shell Show, Coast NBC, tonight (Monday).
He will do a scene from 'There's Always Juliet.'

Glushin Ups 35%

Option on Lud Glushin's services has been exercised by Ex-Lux. Extension gives him a second 13 weeks, effective with the Sept. 24 broadcast. With the renewal goes a 35% boost in salary.

WIND Children's Show Set for Chi Fair Run

Chicago, Aug. 20.
Irene Ryan's Toytown Revue on WIND in Gary goes into the Children's Theatre on the Enchanted Island at the Fair for the duration of the Chicago exposition.
Ryan's kids won the spot in competition with some 1,600 other children's programs. Will show at the Fair three times weekly.

St. John, Halifax, Stations Sold Jointly with Press

St. John, N. B., Aug. 20.
Combination radio and newspaper advertising contracts are being pushed by CHSJ, of St. John, and CHNS, of Halifax, N. S. CHSJ is now owned by a group publishing the two local dailies, and CHNS is owned by the publisher of two Halifax dailies.

Prospects of each station are being canvassed on advisability of linking the air and printed advertising by members of the advertising staffs of the affiliated newspapers, and who handle the advertising for the radio broadcasting from the two stations. During the warm weather the ranks of the sponsors have thinned out greatly.

WAU Promotions

Columbus, Aug. 20.
B. A. Munring becomes assistant general manager at WAU, Columbus, stepping up from auditor. Change follows reorganization of station staff after recent resignation of Eric Howlett, as general manager, and the promotion of H. H. Hoessley from commercial manager to general manager.
Arthur C. McClelland becomes chief engineer replacing Ralph Loeffler, resigned. Charles Lake, recently with WJW, Akron, joins WAU as announcer.

French Lick on WBBM

Chicago, Aug. 20.
Tom Taggart has gone radio, signaturing with WBBM here for a series plugging French Lick Springs Hotel. Starts a Friday 30-minute on Sept. 1.
On the talent end are Witmer and Blue, piano team, the singing Jensen Sisters trio and Charlie Wilson for comedy.

Testing on WJR

Detroit, Aug. 20.
Pittsburgh Plate Glass company is going a-testing on WJR with a hillbilly turn, Jim Doolittle. Will hit four times weekly in the mornings, starting Aug. 28. Placed through Lord & Thomas agency here.

BOY REPORTER ON NBC

Chicago, Aug. 20.
Dick Steele, the boy reporter, changes from the WGN wires to NBC Oct. 1 under Educator Biscuit sponsorship.
Five times a week from 4 to 4:15 EDT.

Song Sharks Seek New Suckers In Would-Be Radio Script Writers

Annoying the Cook

Omaha, Aug. 20.
Grave Poole Kleinberg, who operates the electric kitchen for station KOLL, claims it was unintentional.
It was on her daily broadcast from the kitchen while she was reading a favorite recipe, Faust standing nearby was urging her to cut it short and let him have the cake.
In her haste Mrs. Steinberg read, "sprinkle with a few spices and add whipped cream and nuts, Mr. Faust."
Faust took the cake without the trimmings.

'Song shark' boys are now extending their come-on to take in those with a yen for writing radio plays. To stimulate trade among the amateur element some of the 'sharks' are putting on contests. As a preliminary to the re-writing fee approach the latter ask contestants to enclose \$1 for a copy each of the two 'winning' plays.

Assurance is given that the prize winning plays will be published and placed with the program directors of over 100 leading radio stations, and moreover, that it will be broadcast by 'experienced' radio players and the author's name announced over the air at least twice. 'Hundreds of people everywhere,' reads one of the come-on circulars, 'will be requesting the prize radio play of the month from their favorite radio stations; wouldn't you like the glory of being known as the writer of it?'

Song shark industry, estimated to collected over \$5,000,000 a year from amateurs, is currently under investigation by the Post Office Department. Indictments for two of these firms will be asked of the Grand Jury in the New York Federal Court within the next two weeks.

Reiter Quits Chi SHB: Sets Up as Special Rep

Chicago, Aug. 20.
Virgil Reiter, Jr., has quit as manager of the local Scott Howe Bowen organization to set up his own office as station representative. Associates with Reiter is Myron Reck. The Reiter organization starts with WLW and WSAI in Cincinnati and WCAU, Philadelphia, on its list and according to present policy, will limit itself to selling the facilities of those transmitters.
Scott Howe Bowen rep here reverts directly to the Macy and Klander office with Fred Klander, Jr., acting as personal representative.

Engineer's Faint Puts WNE Off Air at 3 A.M.

Frank Kramer, WNEW, New York engineer, collapsed Sunday morning while handling the controls for a 3 a. m. broadcast of dance music from King's Terrace and the program went off the air.
Behind the incident was a street mishap earlier in the evening. Kramer arrived at King's Terrace banged up and bleeding. While walking to the cafe a hit-and-run driver grazed him, knocking him down but not unconscious. He picked himself up and continued to his work but was more seriously hurt than he realized.

Yankee net trying hard to peddle their six o'clock news spot. It has Dick Grant, editor-in-chief of the news service, in a sort of an editorial page of the air.

KSTP Act to Chicago

St. Paul, Aug. 20.
'Men of Notes' vocal trio with accompanist, who were groomed over KSTP, local NBC outlet, for the past year, go to Chicago Monday (27) on a year's contract with CBS as staff artists.
Floyd Holm, first tenor; Clifford Peterson, second tenor; Clarence Hanson, baritone, and Douglas Craig, accompanist and arranger, started in Duluth as a quartet.

THE BEST PROGRAMS GATHER THE BIGGEST AUDIENCES!

WCKY Cincinnati

HIGHEST QUALITY RECEPTION

SOUND BUSINESS POLICY

RADIO SHOWMANSHIP

(Program-Building and Merchandizing)

Outstanding Stunts

Snake-Kisser Scoop
WBT, CHARLOTTE, N. C.

Amos 'N' Andy Gag
NBC NETWORK

WBT's \$37 Scoop

Charlotte, N. C.
WBT originated a nation-wide chain broadcast from Columbia here on August 14 when it sent deep into the Blue Ridge mountains of Western North Carolina after Albert Teaster, who ten days before had permitted a five-foot rattlesnake to bite him three times to 'prove his faith.'

Mountain holiness preacher, who had attracted nation-wide attention, told his story on a 15-minute program that was used on the entire Columbia chain. Bill Schudt, manager of the station, announced the stunt program that scooped the press and radio world. After word had come out of the mountains about the miracle, Mr. Schudt attempted to get a message to the man.

Telegraph and telephone companies could get no nearer than Sylva, six miles from the mountain cabin. Talking with the manager of the local telephone company at Sylva, Schudt asked to be connected with a taxi operator that he could hire to go into the mountains and bring the preacher to a phone.

He hired the man, over long-distance telephone, to make the

trip, promising to pay him \$7. When the preacher was brought to the phone, he offered Mr. Schudt made him. Calling the same taxi man again Schudt hired him, for \$30, to bring the preacher to Charlotte.

Once here the preacher was hidden in a hotel room until time for the broadcast and kept under the eye of Dewey Long, of the station's staff, so that reporters and photographers, then aware that the man was scheduled for a broadcast, did not see him until after the program.

Schudt then allowed the local news men and press association representatives to interview him and make pictures.

Amos Telephones Andy

Chicago.
Team of Amos 'N' Andy, split during vacation, go on the air Wednesday (22) on a stunt program by NBC with Correll and Gosden talking to each other from London and San Francisco.

Boys split during their vacation, one going to Alaska and the other to Europe. NBC will put through a two-way telephone broadcast, with the gabfest slated to hit early in the evening. While Pepsodent is not supposed to be in the picture at all, it is understood that the drug company is paying for the line charges. It badly wishes reunion of the comics over NBC.

KNX Ogles Women's Clubs

Hollywood.
Coast radio, weak on publicity angles, goes into the public relations field with KNX stepping out to exploit on a hot time angle. John News, formerly exploitation man on the Los Angeles Times and for a period manager of KMTZ, joins the station as exploiter. His duties will be to contact women's clubs, civic organizations and other institutions to tell them of radio in general and KNX in particular.

Schemes call for speechmaking before these organizations and a plan of co-operation whereby the station will donate time occasionally to institutions on civic matters.

Ex-Mademoiselle Program

Seattle.
French accent and all, 11 local "war brides" chattered over the air recently on a stunt program pulled by KJR. Ladies were wives of American Legion members, brought to U. S. A. by their soldier-husbands returning from the war. Radio gag followed American Legion picnic which featured the French mamas.

Musical during the half-hour broadcast was French, with the vocal warbling in parlez vous. One of the gals was cross-questioned; all said something.

Program was dominated, however, by talk of Anthony J. Dimond, Alaskan delegate to Congress, on returning from Washington, D. C., saying hello to Alaska folks before arriving home.

Pathological Note

St. Paul.
It has been pretty well established in this north country that radio is sold dimly when they're denied benefit of radio plugging—and just as certainly they play to turnaway crowds when the other contacts the outside, wondering world.

Here, with sweetening weather and sluff product combining to help show it, on the air, the man generally, the Wigwag Walkers show, tied up with WDGY for three 15-minute periods daily, is packing 'em to the rafters. Place seats 4,500, but the cash register shows a 24-hour turnover of double that number.

Care and Feeding of Men

Dad Bailey, totally blind, has started a program over WMCA entitled "The Care and Feeding of Men." CBS has a sustaining show called "The Care and Feeding of Men."

Novel slant on Bailey's program and one that stations with 'kitchen' or home economics program might use in showmanly juxtaposition is the husband's side of the cooking question. With the ladies exclaiming woe and wailing and sardine hash the male stomach seems not to be directly consulted. Possibilities of whipping up comedy rivalry between the sexes over the universally vexing subject of grub could easily stimulate the more creative imaginations among program directors. It's worth considering.

Revive Old Broadcast

Louisville.
To the strains of "My Old Kentucky Home" that 12 years ago in July, 1922, the first musical program broadcast over WHAS, Courier-Journal, went over the air. It was played by Morris Portomonte, Fred Krich and Ed Hotter, who, at that time, were

Leotard, "cellist" Crodo Harris, manager of WHAS, announced the program.

Tuesday, August 14, the same artists revived the first program again with Harris as announcer. Forebatter is now violinist and conductor of the WHAS Concert Orchestra. Koch, who is a brother of Herbert Koch, WHAS organist, is director of the Suffolk Conservatory of Music, Ky., while Letzler still lives in Louisville, but is not playing professionally.

Program manager, considerable comment, particularly from those listeners who heard the initial WHAS broadcast in 1922.

It Really Pays

Minneapolis.
That it pays for a radio station to advertise in a newspaper, as well as for a newspaper to advertise on the radio, is being demonstrated in the case of WTCN, new Minneapolis Tribune—St. Paul Dispatch-Pioneer Press station here.

Sirius, a subsidiary of the former WHRM independent station by the two newspapers, the other audience is believed to have doubled, judging by letters and telephone and telegraph messages. It is attributed not only to an improvement in programs and equipment, but also in large part to the big newspaper advertising campaign started several weeks ago.

As WHRM, the station did not advertising in the newspapers. Now large display ads are run in the Tribune, Dispatch and Pioneer Press, and considerable publicity is used in all three sheets.

Station now has its own symphony orchestra and has taken on Officer Mulcahy, St. Paul traffic officer humorist; Al Porter, pianist, star, and Ann Ginn, formerly with KDKA, who will have charge of all women's activities.

Robert DeHaven, former program manager of WTMJ, becomes head of production.

Housewives' Market

Lancaster, Pa.
Thrifty housewives who shop in Lancaster's famous farmer markets carry their shopping list with the prices all marked on them. This in spite of the fact that supply and demand alone fix the prices in these unique markets, maintained by the city for the convenience of shoppers and farmers alike.

Recently a local bakery struck upon the idea of plugging its stands in the market houses by using the air. The WGAL program department got on the job and suggested a "shopper's" series which the bread and bun people might sponsor.

Now a scout dusts through markets and gets the low down on prices of regular produce and food commodities. These are broadcast together with comment on food and marketing conditions.

Since vast majority of housewives do their marketing in the afternoon, this radio service enables them to plan their menus and their buying according to the quotations.

During the broadcast, the Gunzenhauer Bakery, the sponsor, takes time to thank the housewives for their bakery stalls to stock up with cakes, pies, rolls, bread and buns, with special emphasis upon a featured product.

Lo, the Gentle Cow

Lancaster, Pa.
How many cows make a herd? The answer is six. No more. No less.

Sound technicians at station WGAL, Lancaster, found that out when an enterprising salesman signed local radio dealers for a weekly report of cattle market conditions, quotations and information.

Paper was signed only when a clause was inserted saying that program would be opened and closed with the sound of a herd of cattle bellowing in true stockyard manner.

Four-haired boys of the sound tables cried aloud, but an order's an order, so they went to work on it. Result was that Eddie Gundacker dashed to a novelty store and bought a half dozen assorted 'moos' as a starter.

He found in trying them out that one man can handle all six with one hand. They're lined up on a table and turned over one after the other producing every bovine voice quality from the sterner of grunting cows to the tenderest calf soprano.

First Aid for Sets

Philadelphia.
WESG broadcasts a weekly program under the title of "The Radio Doctor." The doc explains how to overcome the ills of a radio receiving set.

Dept. Store Auditions

Philadelphia.
WIP is inaugurating the idea of holding weekly auditions on the air in front of visual audience. Show lasts 30 minutes and is presented in the Gimbel Brothers store auditorium.

Spot announcements through the week plus the program and half is usually filled to 1,500 capacity. Listeners and audience are requested to vote in criticizing or approving various candidates. The winners will be the department store with frequent announcements about the final score.

New Business

BOSTON

Porter Distilling Co., 28 temperature reports, starting Sept. 1, through H. B. Humphries, Boston. WNAAC.

Vida B. Cereal, 39 fifteen-minute programs, starting Sept. 17, through Chambers & Wiswell, Boston. WNAAC.

Albany Carpet Cleaning Co., 78 announcements, started Aug. 29, through Doremus Agency, Boston. WNAAC.

Dr. King, Dentist, 156 announcements, started Aug. 13, through C. Brewer Smith, Boston. WNAAC.

Petroleum Heat & Power Co., 102 participations, started Aug. 12, through Porter Advertising Agency, Boston. WNAAC.

Remington Rand Inc., 13 fifteen-minute programs, started Aug. 18, through H.B.D. & Co., WNAAC.

Deerfoot Farms, 26 fifteen-minute programs, starting Sept. 4, through N. W. Ayer, New York. WNAAC.

Craft Brewing Co., 9 participations in news flashes, started Aug. 13, through McCann-Erikson, New York. WNAAC, WEAN, WORC, WNRH, WICC, WFEA, WMAS.

Ocean Gardens, 28 announcements, started Aug. 13. WAAB.

FORT WAYNE

Piso, daily spot announcements, placed through A. T. Sears, starting November 1. WGL.

Flanagan-Fletcher Men's Store, three announcements daily. WOWO.

Centerville Brewery, renewal for 26 programs on "Krausmeyer & Cohen's" serial. WOWO.

Pennell, spot announcements starting Sept. 1. WOWO.

Berghoff Gardens, daily music. WOWO.

Twining Dress Shop, spot announcements daily. WGL.

Indiana State Fair, news announcements. WOWO.

Kempner, Co., presenting "Dr. Vase" for three quarter hours daily. WOWO.

Mannco Oil Co., spot announcements. WGL.

CVI Kennedy, daily announcements. WGL.

LINCOLN

Pla-Mor Party House, signed for a month for participation in noon program. KFOR.

Nu-Enamel Paint Co., five daily announcements over KFOR.

Wells & Frost, two announcements weekly. WOL.

Leader Beauty Shoppe, daily announcements for a month. KFOR.

C. B. & O. R. T., announcements daily on World Fair trips. KPAH.

PHILADELPHIA

Bristol Myers (Ingram's Milkweed Cream), 15-minute morning transcription for 13 weeks. Thompson Kich. WCAU.

Watchtower, 30 minutes on Sunday. Placed direct. WCAU.

American Oil Co., spot announcements weekly, for 5 weeks. Katz Agency, Baltimore, Md. WCAU.

Atone (medicine), participation in Home Makers Club, for 13 weeks. Jerome Gray Agency. WIP.

Cactus (food products), participation in Home Makers Club, for 12 weeks. Placed direct. WIP.

Consolidated Tea Co., 15-minute program weekly, for 13 weeks. Placed direct. WDAZ.

John Davis, 6 spot announcements daily, for 6 weeks. Folienbaum Agency. WDAZ.

National Gold Buyside Service, 5 spot announcements daily for 6 weeks, placed direct. WDAZ.

Sells Brewery, foreign language program, 15 minutes, for 13 weeks, once weekly. Placed direct. WDAZ.

SEATTLE

Yakima Valley Poultry Bureau, series of announcements. KOMO and KHR.

Monting Old Barber Co., half-hour program each Friday over Northwest Triangle of KOMO, Seattle, KIHQ, Spokane, and KGW, Portland. Originating at KGW.

S. L. Spivack, Inc., 6 announcements split between KOMO and KHR. Aug. 19.

Dr. N. R. Kramer, series of 52 announcements, running three a week, over KOMO; started Aug. 15.

Friedrich & Nelson Dept. Store, 15 announcements, Aug. 17-20. KOMO.

Wood's Service Store, series of 104 15-minute historical programs, "Dots, Dashes, Historical Episodes," running 5 days per week. KOL.

Vapo Co., Alvin Howard's "Hollywood Newsweek," 15-minute chatter

which are held during the two days following the broadcast.

Show is considered a wow success, since it brings radio audiences into the store. "Colored" and "white" percentage don't lounge about buying something.

Lost and Found Broadcasts

Spot announcements through the week plus the program and half is usually filled to 1,500 capacity. Listeners and audience are requested to vote in criticizing or approving various candidates. The winners will be the department store with frequent announcements about the final score.

program, every Tuesday and Thursday eve over KOL; 8 weeks.
Paget Sound Navigation Co., 21 announcements between Aug. 15 and 22 over KHR and KJL.
Wash-Off Co., 26 spots over KHR starting Aug. 27.

PORTLAND, ORE.

Carlson Brothers, Inc., rug dealers and importers; placed by W. S. Kirkpatrick Agency, announcement service KGW and KEX.

Seattle, Portland & Spokane Reg., placed by W. S. Kirkpatrick Agency, announcement service KGW and KEX.

Oregon Institute of Technology; placed by A. William Dalrymple Agency, 28 announcements, one month. KGW.

Huntington Rubber Mills, two weekly 5-minute programs, 7 months. KGW.

Stevens Cleaners, Dyers & Hatters, 3 weekly 5-minute programs; one year. KGW.

Pacific Outfitting Co., placed by Doh Smith Agency, 5 announcements on wrestling matches. KGW.

Supercurline Permanent Wave Shop, 13 announcements monthly for 2 months. KEX.

A. McMillan Co., 15 announcements, one month. KEX.

Nu Enamel Portland Co., 15 announcements, one month. KEX.

Christie Science Committee on Publications for Oregon, weekly 15-minute program and extra 15-minute program each month, one year. KEX.

Upstairs Furniture Co., weekly 15-minute program, transcription, 30 weeks. KEX.

RAYMOND KNIGHT

A. C. Spark Plug "Cuckoos"

Saturday, 10 P. M., Coast to Coast, net. WEAF

"WHEATENVILLE," WEAF Network

Monday to Friday, inclusive

Starting Third Season Aug. 27

Schlitz Beer

AND HIS ORCHESTRA

EXCLUSIVE MANAGEMENT ROCHWELL & BEEBE, INC.

GRACIE BARRIE

"The Sweetheart of the Blues"

NOW AT CASINO DE PARIS.

Sole Direction HERMAN BERNIE

1619 Broadway, New York

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

EVERY TUESDAY 9 P. M.

Coast-to-Coast

Capital, New York, August 17

(This Week)

Columbia Broadcasting System

Personal Direction HERMAN BERNIE

1619 Broadway, New York

Mme. ERNESTINE SCHUMANN-HEINK

GERBER'S BABY FOOD

WENR, NBC, Sun. 9 P. M., EAST

fred allen's

HOUR OF SMILES

With PORTLAND HOFFA, JACK SMARR, IRWIN DELMORE, LIONEL LINCOLN, MINERVA FLORES, EILEEN DOUGLAS, LENNIE HATTON, IPANA TROUBADOUS

Material by Fred Allen and Harry Tugend

Management Walter Batchelor

Wednesdays, 2-10 P. M., D. S. T. WEAF

ROY FOX

AND HIS BAND

ON TOUR

B.B.C. NETWORK

COLUMBIA BROADCASTING SYSTEM

Presents

LEON BELASCO

MON., FRI., WED., 12 MIDNITE

Coast-to-Coast

St. Moritz Hotel, New York, Nightly

Sole Direction HERMAN BERNIE

1619 Broadway, New York

ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 8:30 to 9 P. M., DST

(Phillips Dental)

WEAF—Friday, 9 to 9:30 P. M., DST

(Phillips Milk)

SYLVIA CLARK

Sponsored by HYDROX ICE CREAM

Fr. 7:30 P. M., CST, WMAQ-NBC

Sat., 9 P. M., CST, KWW

PHILLIPS LORD

Talk, Music
30 Mins.
Sustaining
WJZ, New York

Lord proved last Thursday night (16) that all was well again between himself and the creator of Seth Parker by picking him up from the isthmus of Panama and giving the program a cross-country hookup. Listeners learned on this occasion, if they weren't apprised of it before, that Lord has a couple of girl youngsters, one Sally and the other four. The children took part in the broadcast through a splice-in from the NBC studios in New York. Outside of the cute appeal that the girls' greeting of their father provided for the family fan, there wasn't much reason for the pickup. Unless it was to give assurance that all was again well between Lord and the cringing actor.

Older youngster took the lion's share of the Lord family participation from the New York end. She recited a piece she said she had just learned and gave voice to a nursery rhyme to the accompaniment of a piano. Lord came back with a sweet bit of daddylings that included the wailing of a bedtime song. Rest of Lord's palaver during the half hour had to do with a treasure ship he and his crew had discovered and a motion picture they were making.

The short wave reception was not so fortie.

'SNOOP AND SNEAK'

VAN FLEMING
15 Mins.
Commercial
KGW, Portland, Oregon

Here's a program that is sure fire to get a large listening audience among children. 'Snoop and Sneak' is a combination of detective fiction, burlesque humor, gags, deep mystery, and weird imagination all combined into a daily 15-minute dramatic program.

Sounds like a large order, but that's the dish that goes on every late afternoon. 'Snoop and Sneak' is the author, Van Fleming, of the KGW story also takes the part of detective Sneak.

'Snoop and Sneak' are two screwy detectives, whose thrilling adventures with the arch-criminal, Oriental scientist and student of the occult, Loo Hung III, are supposed to relay shivers down spines. Their hair-breadth encounters lead them into underground labyrinths where a nefarious society of devil worshipers holds its evil conventions. The head of this cult, who plans to overthrow the existing order of governments is an arch-fiend, although not a former shoe salesman. His diabolical henchmen makes the boys and girls listening sit up, take notice and hold their breath for the next hair-raising episode.

Although on the air scarcely a month, 'Snoop and Sneak' has become one of the most popular programs for children broadcast in the Northwest.

EMIL VELAZCO Orchestra

30 Mins.
Sustaining
WABC, New York

Emil Velazco was originally a theatre organist and likewise prominent for his organology on the air. That explains the unusualness of his Hotel Taft (N. Y.) dance combination which feature himself at the console of a small organ, backed up by the regulation dance band.

It's unusual but effective in every respect. It permits for some interesting effects such as his organology in counter-melody to the straight dance rhythms or, in reverse—the organ carries the tempo and the tune while the band plays the contra-arrangement. Either way it's okay for sound and very nice noontime dance stuff on WABC.

DOROTHY SHEA

Songs
15 Mins.
Sustaining
WOR, Newark

Nice style by a nice-sounding vocalist who mixes up romantic ballads with light overtones and the tune while the band plays the contra-arrangement. Either way it's okay for sound and very nice noontime dance stuff on WABC.

DRAFT SOAP

'SINGING COURT'
With Irene Wicker, Inna Phillips, Walter Wicker, Lucy Gillman
Serials
COMMERCIAL
WMAO, Chicago

Procter & Gamble's new afternoon air program to sell Draft, a laundry soap, has Irene Wicker, the 'Singing Lady,' as star. Program consists of a narrative story about Rosemary, a crippled girl, and Ann, a stenographer, who is her roommate. Phillips, who lives across the court from them, and Mary Lou, an orphan child neighbor, complete the cast.

As Rosemary, Irene Wicker brings her 'Singing Lady' build-up back for popular songs where scenery will allow. The sketch mostly is of the daily problems of these two girls and the links with Phillips and Mary Lou. The main angle is used for pathos through affection between him and Rosemary, who said that her injured leg must always keep her from Cupid's main. Background of Inna Phillips, as writer and other narrator, playing Ann, fits her well as the understanding, chum who has always taken the burden for the two since they were children. Lucy Gillman as Mary Lou rounds out the tenement dream of the parentless children, with little Lucy, still a child, so good at the acting that it tears every time she has a mishap.

All four parts are played by people who have experience with the sentiments they're stimulating, and a fan following that gets them off to a head start.

H. W. Kaster agency placed biz.

AL KAVELIN Orchestra

Music
Sustaining
WABC, New York

One of the best noontime lunch-dance bands on the air, and one of the best small dance combos generally speaking is Al Kavelin's ore from Hotel Lexington, N. Y. They officiate in the Silver Grill of the Hotel. Side hotelery and are keeping 'em coming into a basement grill of a hotel which, while air-cooled, generally can't offset the natural appeal of a roof-garden restaurant for hostelry purposes.

That Kavelin is maintaining that pace and business for his spot speaks much.

It's a smooth, very modern combination of its foxtrots with a generous portion of tangos and rumbas. Cole Coleman does the vocals and very nice too. Abel.

RITA BELL

Songs
Sustaining
WOR, WEAF, New York

For Rita Bell it's a daily double assignment, warbling in mid-afternoon with Joe Zaitour's tango ensemble over WOR and with the Harold Stern unit late in the evening on an NBC hookup. Both broadcasts originate from the Montclair hotel, New York.

To either style of dance instrumentation she adapts herself nicely. Her notes are rounded and clear and her small soprano serves effectively in simulating a sense of intimacy. But of style and personality the girl's work offers little that is distinctive.

'SINGER AT THE CROSSROADS'

Reynold McKewon
Hymn Singer
15 Mins.
Commercial
WIND, Gary, Ind.

Velvety with hymns, old ballads and abundance of chimes in background, McKewon is announced as the 'Singer at the Crossroads of Peace and Rest' with portions of 'Home on the Range' used as signature. Quiet debate and portle hits filter through the quarter hour.

Program is handled by Reynold McKewon, chief announcer of station, who sings in pleasant baritone voice. Comes on twice daily and is sponsored by Texas Mineral Water Crystals. Advertising copy is long-winded, however, and could stand clipping.

DARK-K. KNIGHTS

Clare Shadwell, Irving Setzer and Chuck Gruttschfield
Blackface Comedy
15 Minutes
COMMERCIAL
WBT, Charlotte, N. C.

'Dark-K. Knights' is an old WBT program that has been revived after being off the air for a year and sold to M. L. Clein company, of Atlanta, Ga., makers of several patent medicine products.

Blackface comedy act was originated by Lee Everett, who played in the spot until his recent transfer to Washington, D. C., as program director of station WJVS there.

Program carries an interlocking continuity built around the mythical 'All Around the World Broadcasting System' and 'Station O'. The period is given entirely to script and the men handling it are veterans at the blackface act, being also star end-men in the WBT Dixie Minneth Minstrels.

Show goes on five times a week and is being promoted on the side by the Clein company, using drug store window cards and the like.

ED FITZPATRICK, JR., ORCHESTRA

Winds
Sustaining
KFWB, Hollywood

This romancer was caught at the request of the station which set great store by these lads from Stanford university. Combo getting their first break hereabouts at exclusive Del Mar Club at Santa Monica. Announcer must have forgotten all about Gus Arnheim, Ted Flohite, Jimmy Grier, Jan Garber, et al, when he tagged the ork as piping 'the grandest music on the Coast.' Lads made a valiant stab to live up to the billing, but inevitably fell short.

It's a typical collegiate outfit that gives off the impression of trying to imitate the contemporary topers but at quite certain times when they want to carbon. There's a little bit of it in their terp setting. No mistake that they have a brass band, but the fine rhythm putting the string and reeds at their mercy. Tempo is okay for leg shaking, but arrangements could be more clever cut so as to obviate the blurring.

Vocal side is below Coast standard. Maestro Fitzpatrick whangs a few ditties between stick waving and fails to achieve the romantic strain he evidently aims for. If Eddie Howard is trying to imitate Ted Lewis he should make a closer study of the high bather's technique. The aping is palpable but only remotely reminiscent. Baker's pipes have too great a tendency to crack. Lads make apologies for the possible poor reception by saying that it was on account of the large crowd on the floor.

GEORGE LEE

One Man Minstrel
Comedy, Songs
15 Mins.
Sustaining
WMAO, New York

George Lee to equip himself with some really funny material he could develop his one man minstrel idea into a fetching air turn. His simulation of three voices, two blackface and the third the over-fordized whiteface interlocutor, registers faultlessly. Lee's talents do not end here. He also flees a sprightly set of digits over the piano keys.

Voice changeovers are carried off smoothly and quickly, despite the sharp contrast in vocal pitch of his two blackface characters, Pussfoot and Sam. In either case the species of direct easily passes muster and the blustering engaged in by the pair would be cause for mirth if the text were inherently humorous. Lee has one tendency that might leave him open to the snarl that comes with the sus'cion of imitation. The exaggerated woebegone sigh that Pussfoot frequently exhales will perhaps register the overdone quality of a simulated sound effect popularized by Amos 'n' Andy. It's a minor item but noticeable enough to mar.

HYSTERICAL HISTORY

Farce Comedy Series
15 Mins.
Sustaining
WOR, Newark

'Hysterical History' is a series on WOR every Friday at 10-10 15 p.m. EBNST, said to be authored by the same scrivener whose Bronx Marriage Bureau series was popular on WOR for three years running.

This series features Julie Bernstein who, in the episode caught, impersonates Queen Isabella with a Macwestern delivery. She's accompanying Columbus on his historical discovery of America and they, along with the rest of the cast, speak in contemporaneous manner of what they were supposedly undertaking in the late 15th century.

Isabella says she's making the trip because she heard of Clark Gable, while Chris is strictly after the glory because he visualizes his name in the history books and a day-off every Oct. 12.

For the last Isabella and an Indian chief of Delancey street vintage bargain for the purchase of Manhattan for \$24, but after Isabella goes into a q.t. bundle with the chief she comes back parlaying with a kosher brogue but with the price down to \$137.

It's broad and obvious farce comedy but acceptable on the air. There are a number of snafus if not gaffs and Miles Bernstein, David Miles (Charles) and Vivian Burton et al, manage quite handsly in the main. A special number, 'I'm Still a Lady in Waiting' is credited to Daniel E. Fine. Arthur Hale announces.

THE SOUTHERNERS (4)

Music
15 Mins.
Sustaining
WGY, Schenectady

Colored quartet, appearing at Charlie's Inn on Burden Lake back of Troy, has been filling solo spots over WGY at various hours of the day and early evening, with a r. shots predominating last week. They are introduced as 'four voices,' although one or two double as instrumentalists. All numbers are sung to picked-string accompaniment. In some passages, there is also a muted obligato—at times it sounds like that produced by a first tenor and at others that of an instrumentalist.

Southerners warble pops, for the most part, giving them the rich barnyard work in the tuba effect which is characteristic of Negro vocalists. Like most colored radio groups, the boys do trick stuff. The bass, for instance, imitates the tuba effect trademarked by the Mills Brothers. They would probably click just as strongly, via the other ways, without any eccentricities, for they are good straight singers in non-Harlemian. Incidentally, it's strange to hear the melodic 'Dream Walking' given an interpretation which was instrumental (rather hot, too) than vocal.

A deep-voiced chap announces the program, with a trace of dialect. The 'phew' ejaculated by him or another of the quartet, in torrid numbers, should be eliminated; it has an unpleasant sound via the loudspeaker. Incidentally, the inclusion of Southern melodies, particularly those associated with the colored race, would probably strengthen daytime programs.

NAN JACKSON

Songs
15 Mins.
Sustaining
WDEL, Wilmington, Del.

Snap and pep of the old vaude musical numbers is brought to the air once a week by Nan Jackson, new WDEL singing artist.

Spotted for 7 o'clock each Friday evening, the former vaude trouper revives songs of her days on the stage and sings request numbers. Qualification on all requests, however, is that they be at least ten years old, and that they have been hit tunes in their day.

Warbler on several vande swings over the air, like Indiana, and settled there for a time. Still has a yen for the state, so uses 'Back Home Again in Indiana' as theme.

EPIC OF THE NORTHWEST

Dramatized History
30 Mins.
Sustaining
WTGN, St. Paul-Minneapolis

Minneapolis Tribune, billing itself 'the dominating newspaper of the Northwest,' is finding its recently purchased radio station a real aid in circulation building. Trib, together with the St. Paul Dispatch-Hencher Press, purchased station WTGN, third rating station in the Twin Cities, and began pronte building their baby, changing call letters to WTGN, indicating Twin Cities Newspapers.

First move was staging a dramatic series tagged 'The Epic of the Northwest,' devoted to the history of the Northwest from the first discovery of the land and scheduled to run through the modern era of this section to the present day.

Every Friday night, this new service is on at 8:30 (CST), with the playlets plugged heavily in the publishers' own newspapers. One full page in the feature section of the Sunday edition of the Trib, following each Friday night's broadcast, is devoted to an illustrated feature yarn on that program. Sunday's edition of the Trib, following each Friday night's broadcast, is also movie credit under the 'John Alden' by-line. Account is handled through the Edwin Wasey agency in Minneapolis.

Cast averages 25 persons, including sound technicians. Studio ark is under baton of Frank Zlatarsky, veteran 'Twin Cities' orchestra leader. Every broadcast is opened and closed with a commercial announcement plugging the Sunday Tribune.

Series, similar to the old Empire Builders of the sacred Northern Railway formerly featured over NBC, and the present Rosen and Drums, is the most ambitious production attempted by the station to date and is slated to continue indefinitely.

JEROME MANN

Impersonations
COMMERCIAL
WABC, New York

Last Wednesday night (15) was Jerome Mann's second guesting within the month for Bi-si-dol over CBS. His original assignment has been to make the next intrusion but judging from the performance that this young mimic gave on last week's occasion, the program's next following will likely not only welcome the next intrusion but enjoy giving him an ear at frequent other intervals. The boy combines an exceptional knack for turning out a third appearance with the original with a swell idea of what constitutes entertainment. Years in vaudeville trained him.

Instead of making his mike appearance a hodgepodge of bits from his vaudeville act Mann used a deft continuity to link up his takeoff of radio, stage and stage celebs. Each impersonation was a close pitch, with the repertoire taking in Al Johnson, Ben Bernie, Ed Wynn, Walter Winchell and Maurice Chevalier.

TUNE TWISTERS

Alice Remsen, Harold Levey Orchestra
Songs, Music
30 Mins.
Sustaining
WEAF, New York

Tune Twisters have been sustaining Sunday after at 2:30 EDT via a WEAF network with the collaboration of Peg LaCentra and Eddie Connors orchestra but this week-end they had Alice Remsen and Harold Levey's band for company. Either way it's a bright 30 mins. of studied jazzlike and smooth syncopation, most notable of which are the Tune Twisters with their unique vocal arrangements.

They're in the ultra-modern broken-rhythm style, a cut stuff and pace their ditties brightly and to good advantage. Miss Remsen's vocalaries are equally effective and have been heard favorably before via NBC as had Levey's batoning. Combo as a unit could go sponsoring and get attention.

LIMITED TOUR OF PERSONAL APPEARANCES

AND
HARVEY
KARPIS

CENTURY, BALTIMORE, THIS WEEK (AUG. 17)

NEXT WEEK (AUG. 24) LOEW'S FOX, WASHINGTON, D. C.

ON THE AIR AGAIN, OCTOBER FIRST (WBBM, CHICAGO) COLUMBIA NETWORK

Discuss \$12,000 Opera Programs

Standard Brands Minded That Way as Eddie Cantor Substitute

Standard Brands is still mulling over the advisability of following up Eddie Cantor's eight weeks' run on Chase & Sanborn coffee this fall with a series of tabloid grand operas. Sample that J. Walter Thompson auditioned for the account was 'Aida'.

Proposed series would have the singing done by members of the Metropolitan Opera Co. and the libretto played by a separate set of actors. Task of condensing the operas down to 50 minutes would in each case be left to Deems Taylor, with the assignment also entailing the translation or adaptation of the lyrics and book into English. Symphonic unit would be handled by pitmen from the Metropolitan.

Cost of each program is figured to run around \$12,000.

COLUMBIA BROADCASTING SYSTEM
Presents
MARK WARNO
PHYSICAL DIRECTOR
BORDEN'S
45 MINUTES
HOLLYWOOD
THURSDAY NIGHTS
AT TEN EAST
CBS NETWORK
BROADCASTED EXCLUSIVELY BY
COLUMBIA ARTIST BUREAU

CAUSING PLENTY OF TALK

THE SIZZLERS

and HELEN GORDON

For Further Information
HAROLD KEMP, NBC Artist Bureau
Personal Direction, CHARLES A. BAYNA

HOTEL PIERRE
JACK DENNY
AND HIS ORCHESTRA
Concerto OH
Wed., 10:30 P.M.
WJZ
Wed.
Sat., 12 Midnight Mon., 11:35 P.M.

THAVIU
AND HIS ORCHESTRA
AT "STREETS OF PARIS"
Century of Progress
Inquiries Solicited

EMERSON GILL
AND ORCHESTRA
ANTLER HOTEL
COLORADO SPRINGS
MCA DIRECTION

CLIFF SOUBIER
(OL' PAPPY)
"FIRST NIGHTER"—Fri., 9:00 P.M., CHST
"SENSELESS MINSTRELS"—Mon., 8:00 P.M., CHST
"TALKIE PICTURE TIME"—Sun., 2 P.M., CHST

Coast Wheatena on CBS; Eastern Ditto Is NBC

Pacific Coast end of the Wheatena Sketches has gone to CBS for the coming season. Program will get five releases a week with KFI-C, San Francisco, the point of origin.

Some account, the Wheatena Corp. has a similar schedule arrangement with NBC for the area this side of the Rockies.

More NBC Auditions

Candidates have now a fourth medium through which to obtain an audition at NBC. Program builders in the web's musical division have begun to do their own listening for promising material. They have been allotted an hour and a half every other Thursday afternoon for the quest.

Other three regular audition sources are Ernest Cutting, Rudy Cowan and the program board.

Cleveland Staff Changes

Cleveland, Aug. 20. John Vorpe is stepping from continuity director's post at WHK to role of station's production chief. Will have charge of four departments, public relations, programs, continuity and announcing.

After a fortnight spent reorganizing WTAM's staff orchestra, Walter Logan has picked Walberg Brown as conductor-violinist; Dorothy Crandall, piano and organ; Merle Jacobs, conductor; Clayton Johns, clarinet, sax and arranger; Jack Specter, trumpet; Irwin Goetsch, cello and sax; Albert Goetz, bass and tuba; Ken Dombey, accordion, clarinet and director; Leo Kirkel, violin, trombone; Charles Buetzsch, piano; William Mellett, organist; Bob Oatley, librarian.

WTCN Artists' Bureau

Minneapolis, Aug. 20. WTCN is the second local radio station to establish an artists' bureau. Don Clayton, program director, is in charge. WCCO, Columbia chain station, has had an artists' bureau for a considerable time with Al Sheehan as manager.

With WTCN now in the field, competition is expected to be keen in the bidding to supply entertainers for outside appearance and entire shows, the performers being recruited mainly from the station's staffs.

Double Chill

Philadelphia, Aug. 20. While the WDAS transmitter is being moved to new location, I. W. station's sports announcer, has been sorrowfully subbing as control operator. Accident occurred when Pete Hays, a crooner, suddenly blasted and blew a tube.

I. W., fishing around for a break in the amplifier, contacted a live wire and was burned. Sports gambler is not very enthusiastic about control operating, and even more backslashed about crooners.

Kolynos Back Sept 24

Kolynos resumes with the 'Just Plain Bill' serial on CBS Sept. 24. It will again get five releases a week with the eastern area covered at 7:15 p.m. EDTST and the midwest, mountain and Pacific group at 8 p.m. EDTST. Involved altogether are 24 stations.

Rockwell's L. A. Office

Hollywood, Aug. 20. Tommy Rockwell of Rockwell-O'Keefe is due here in a month to open offices. Larry Crosby is now representing Rockwell on the Coast.

CYSTE, ADLERIKA START

Chicago, Aug. 20. Two patent auditions are sweeping into the ether with big campaigns shortly. Cystex hits some 80 stations across the country with spot start starting Oct. 1. Adlerika goes on some 18 stations by Sept. 15 with 15-minute recorded programs.

Will Rogers Intermittent Headliner for Good Gulf

Good Gulf Refining has no definite lineup of bookings for its Sunday-NBC spot beyond the coming week-end (29), when it will support via shortwave the Toulon Marine Band from France. Will Rogers will do a trans-Atlantic broadcast for the account either Sept. 9 or 16. He will report on his round-the-world tour, with the program originating from either Paris or London.

Refiner figures on using Rogers considerably during the coming season. While trying to decide on another name to alternate with him it will mark time with international pickups and variety put-togethers originating from New York.

Preston Joins WINS

Chicago, Aug. 20. Walter Preston goes to WINS in New York as sales manager starting Sept. 1.

Preston, who resigned four weeks ago, was with CBS five years as program director and then head of the artist bureau.

Joe E. Brown for Ford?

Hollywood, Aug. 20.

Joe E. Brown is huddling with reps of Ford Motors to do a series of radio broadcasts.

His contract with Warners permits such appearances.

KEEP RICHFIELD REPORTER

Los Angeles, Aug. 20.

Richfield Reporter, considered a top in Coast popularity with dial turners, stays on the NBC Coast network for another year, but changes from straight news to a commentator type of delivery.

For a while threat was made by the oil company to continue straight news reporting, although material didn't fit in with the newspaper-chain pact.

Allan Finn, recently here from Paris, where he worked on the Paris Herald, is the new writer of the material. Last few days Sam Hayes, announcer, and A. A. Schechter have been in the Northwest, where the program has been broadcast from various cities, including Seattle and Spokane.

2 WGN CONDUCTORS

Chicago, Aug. 20.

WGN has handed notice to its musicians as the first step in an entire reorganization of its musical setup. Station is planning to start afresh on Sept. 15 with a rearranged orchestra and two orchestra leaders.

Has been on the lookout for a name classical music director and a name pop leader. Wants a band which can play both types with a separate conductor for each style. Station has been without a musical conductor since the death of Adolph Dumont.

BERNIE BACK OCT. 2

Chicago, Aug. 20.

Ben Bernie orchestra comes back over NBC ether waves on his regular Pabst Blue Ribbon broadcasts every Tuesday starting Oct. 2. Periods are half hour at 7 p.m. EDTST. Program went off the air last June.

Keyes Returns to Air

San Francisco, Aug. 20. Baron Keyes set by KBCA, Los Angeles, to do 'Clickety Clack', a children's program. Will be heard from Monday to Friday at 5:30 p.m. Keyes, one of the pioneers of coast radio, has been off the air for some time. Formerly on NBC.

Gibbons Breaks Silence

Floyd Gibbons resumes for John-Monville either Sept. 15 or 22, again making it a 15-minute talkfest over NBC Saturday nights. Between Gibbons' ballyhoo of the Federal housing program a brass combo will dish out martial music.

Remington Rand trying out new kid program over Yankee web, known as Junior Theatre Club. Show will promote local youngsters with talent. Also will have brief dramatic skit based on some event in American history. BBH & O placed the account.

Radio Chatter

Pacific Northwest

(Continued from page 32)

times weekly five-minute talk to the farmers on the cure of their soil. The talk, given by the station announcer, prepared by the sponsor, Limestone Products, Inc.

Art Kirkham, KOIN's chief and sports announcer, spent two weeks at the beach, in the pursuit of rest. Cecil Teague, concert organist and teacher of KOIN, is collaborating with Gene Baker, bass baritone, on the transcription of a collection of authentic Gaelic songs. The book, published in songfest style, is deciphered and transcribed as-is-American.

Johnny Walker, KOIN production manager, visited Harrison Hot Springs in British Columbia, for a rest.

Nebraska

Jimmy Douglas from the WAAW staff touring in California. Zed Mills driving into Chi for several days of biz for KOIL.

Phyllis Bader taking over program department at WAAW after a month of recuperating and traveling in Minnesota.

Sally Steele leaving her desk at KFAB-KOIL to take a week's canoe trip through the Minnesota lake country with old pals.

Milo Wesley (Uterback) spending the last half of August taking the rest cure. Victor Smith in the announcers' booth for him at WAAW.

Mildred Gibson again on the staff at KFAB-KOIL after six weeks of voice study at the American Conservatory in Chicago.

Phontelle Jones taking the other half of her vacation to spend it with the home folks at Red Oak, Iowa.

Ralph Wagner making his sports period broadcast now over KOIL. Beatrice Chesbrough, KOIL's Hilda, taking her time off to see Redmark.

Eddie Perrigo readying a dance band for fall showing with John Gordon Quinlan, returned from vaude in the east, m.c. and vocalist.

Harold Fair lining up new material and sponsors for his agencies' fall shows.

Harriett Cruise (Kemper), the vocalist, at Troutdale-in-the-Pines on a 30-day contract. She went in August 10. Troutdale resort owned by Union Hotel Co., owners of KFAB and KOIL. Hubby Larry Kemper keeps accounts straight for the Omaha studios.

Tennessee

Best wishes are being bestowed upon the marriage of Eula Escue of station WSM and Philbert Cook of New York. She will retain her position with station WSM.

George Reynolds, engineer of the WSM staff, is the papa of a baby boy, christened m.c. and vocalist.

Harben Dault of WSM got a cake on his 25th birthday last year.

Bobby Castlen, a musician formerly with Housley Smith's orchestra, is doing a regular turn with accordion over WSM, Nashville.

Francis Craig orchestra in new series over WLAC. 'Adventures of Donald Dare' is the title of a new series of juvenile programs soon to commence over WLAC through the sponsorship of the Bond Electric Co. Other sponsors reserving time on this station include Cystex and Golden Peacock.

Iowa

At Triggs' Sunday night program, 'In a Monastery Garden', KSG, formerly recordings only, has added the following 'live' talent: Mabel Madden, soprano; Nell Fogarty, violin; Arnett Arrie, harp; Grville Foster, vibro-harp and Eldene Stoll, piano—music all semi-classical and semi-religious with Al Triggs still handling the mike on verse and philosophy against the theme music, 'In a Monastery Garden'.

WOC-WHO has contracted for a new 520-foot verticle radiator antenna, to be used in case the station increases to 500,000 watts. Construction near Mitchellville, Ia., will start immediately and the \$30,000 outlay will be completed by November. Station already has a quarter-million dollar transmitter plant there. Atop the antenna structure will be a rotating air beacon.

Pennsylvania

Edwined Lewis, WPT boss, on vacation to Yellowstone Park.

Jess Wilford, ex-heavy champ, interviewed on WDAS, Philly.

WCAU studios undergoing manifold changes and additions before fall opening.

Three Roberts Brothers back in town and skirting-ether commu-

nications. Trio warbling in into club. Phil Harris and Leola Hay guested at WPT last week for free sponsor pick-up on Oloromo with Gimbel store.

Messrs. Dammannbaum and Step-pacher, WDAS chiefs, visiting New England studios for ideas for out-let's new Philadelphia Radio Center. Lynn Willis, WPT spider, plans an elopement to Maryland with Barbara Kenna on the 25th. Harold Higgins scheduled best man. A. D. Levy back from Cannes on the Rex and planning studio party with Powers Gouard introducing the new hoofing act.

Impending merger of WPT and WLIT still snagged here. Argument centers about possible personnel changes and new studio location.

Murray Arnold out for two weeks as WPT announcer with return case of chronic laryngitis. Eddie Collis, crooner at the Sky Rendezvous, being viewed as a likely air prospect.

Benedit Gimbel opening bids for new WPT studio quarters on thirteenth floor of store building. Modernistic scheme planned.

Pat Kennedy resting up in Pittsburgh prior to starting new CBS commercial last of September. His fiancée, Connie Callahan, a Pittsburgh girl.

Dearest feud between Pittsburgh's radio editors, who aren't happy unless they're feuding, is over the regional winner in the Dick Powell auditions.

Herman Middleman, former pianist at Stanley and Knight theatres, has landed the Hyerly Crest job for his new band with an ether outlet from WJAS, Pittsburgh.



MGM STUDIOS
CULVER CITY, CALIF.

EDDIE PEABODY
The Instrumental Stylist
WEEK OF AUG. 21
WISCONSIN THEATRE
MILWAUKEE, WIS.
WEEK OF SEPT. 2
STATE-LAKE THEATRE
CHICAGO, ILL.
Personal Direction
HAROLD KEMP
NBC ARTISTS' SERVICE

The Original
Boop-Boop-a-Doop Girl
HELEN KANE

ON A GOOD WILL TOUR
ARTHUR BORAN
RADIO'S FAVORITE MIMIC
Headlining
KARLE THEATRE WASH., D. C.
Wed., Aug. 21st
HYPODROME, BALT., MD.
Wed. Aug. 21st

VIVIAN JANIS
WABC—Monday, Friday, 12 Midnight
with Leon Belasco's Orchestra
Sole Direction
HERMAN BERNIE
1612 Broadway
New York City

George M. Cohan Sues Again

Charging Illegal Use of 5 Songs, Asks 50C Each from Robbins, P-P and Fred Mills

George M. Cohan is again suing over the alleged unauthorized use of five of his songs in a Robbins Music Corp. folio of Cohan songs, and asks \$50.00 damages each from the Robbins firm; Paul-Pioneer and Max Richmond-Max Mayer doing business as P-P, and Fred A. (Kerry) Mills, original copyright owner of the songs in question. These are 'Give My Regards to Broadway,' 'He's a Yankee Doodle Boy,' 'So Long Mary,' 'Mary's a Grand Old Name' and 'You're a Grand Old Flag.'

Suit is brought in the N. Y. Supreme Court for specific amount to \$50.00, allegedly as the 'fair and reasonable value.' There are three separate suits.

Robbins, through attorney J. T. Abeles, is making a motion for discontinuance against itself on the grounds of wrong jurisdiction—that it's a copyright matter and should be brought in the Federal Court.

Once before, Attorney Abeles was successful in having a Cohan suit against the public dismissed, when, for practically the same reasons, Cohan started suit in Federal Court. Judge Bondy then gave Cohan privilege to amend his complaint, but dismissed it as against Robbins on the defense that it was not then predicated on copyright statutes, but on a claim of contract.

Cohan contends that when F. A. (Kerry) Mills, now retired from business, assigned his copyrights to the Paul-Pioneer Music Pub. Co., the Mills firm was unable to meet royalties and thus breached its copyright ownership and any claim on Cohan's songs. Paul-Pioneer subsequently was bought by Richmond and Mayer and they in turn assigned the folio publication rights to Robbins, which is how the latter figures in the suit. Since then, Cohan has placed all his old songs with Jerry Vogel's Crumit Songs, Inc. (distributing through F. B. Haviland) as a gesture of co-operation with Vogel, an old friend. As the copyrights expired, Cohan re-copyrighted in his own name — a legal privilege—and took the publication rights back for reassignment to Vogel.

These and other numbers from Cohan's musical comedies, 'The Yankee Prince,' '45 Minutes from Broadway' and 'Little Johnny Jones' figured in his first series of suits. His attorneys subsequently took the matter into the state courts to establish the contractual aspects that F. A. Mills' financial position nullified any assignment privileges.

AVER DREYFUS NOT PARTY TO ROUND ROBIN

Latest controversy that has sprung up in connection with the new American Society of Composers, Authors and Publishers membership contract involves Max Dreyfus, who is a member of the ASCAP board and mentor to the Warner Bros. publishing group. Publishers who favor signaturing the extension agreement as it now stands claim that Dreyfus has declared that he authorized no one to append his name to the round-robin protesting against the renewal terms and urging the trade not to accept them. This round-robin was circulated July 17 and besides Dreyfus contained the names of Saul H. Bornstein, Walter S. Fisher and Edwin H. Morris. Dreyfus, who has been in ill health for some time, is confined to his rural home, making it difficult to obtain verification of the repudiation claim.

Rodgers to Gotham

Richard Rodgers, Rodgers and Hart, left here Saturday (18) for a quick trip to New York. Hart stays here.

Jack Harris' Quickie

Jack Harris, the local boy who had to go to London to make good as the big British society maestro, came to New York just for the ride and a week of hectic moments. He returned Saturday (18) after taking in almost everything in town, crammed into less than a fortnight. American showfolk, music publishers, song pluggers, band leaders, et al., went to town for Harris' quickie o.o. of New York town.

Brunswick and Decca Bidding For Whiteman

Paul Whiteman is now the key man for prestige purposes in a Brunswick-Decca bid for the maestro's phonograph recording services.

Whiteman has been back on Victor for some time, and is standard with Victor, save for a brief lapse on the Columbia label when the figure was too attractive, and it's unlikely he will again switch. American Decca Co. expects to be in a position to release its initial list of records Oct. 1. As yet it hasn't decided whether to retail its label at 50 or 75c.

Besides records by Bing Crosby, Guy Lombardo and Victor Young, the new company has turned out a platter combining the Dorsey Bros. band with Bob Crosby.

Edward Lewis, head of the British Decca Co., is expected over on this side soon. He'll make the crossing to look over his American subside as quickly as other business matters permit.

Hollywood, Aug. 20.

Joe Perry for Decca records has signed Orville Knapp's band for exclusive recordings. Also Stuart Hamblin Hillbillies.

SONG SHARK EVIDENCE

Grand Jury Will Hear About Racket Soon

Evidence gathered by the postal authorities on the 'song shark' industry will be ready for presentation to a grand jury in the New York Federal court in two weeks. Indictments will be asked for the members of three publishing firms, which the investigators found had interlocking business interests.

During the inquiry of the 'song shark' racket by the Government, popular music publishers as a whole were asked to fill out questionnaires which sought to find out whether the claims made by the 'song sharks' to amateur writers had any basis in fact and trade procedure.

PENNSY GETS LOPEZ, IT'S A REUNION

Vincent Lopez is slated to return to the Pennsylvania hotel, New York, an association which is regarded with unusual trade significance because Lopez first won attention there.

In the hotel shiftings this fall Roger Wolfe Kahn, who closed at the Sun and Surf Club, Long Beach, N. Y., will go in a hotel this season. Jimmy Carr succeeded Kahn at the S-S club.

Jack Meskill has turned out the lyrics for two current numbers. 'Don't Let This Waltz Mean Goodbye' has been spotted in Universal's 'Gift of Gab.' De Sylva, Brown and Henderson have taken 'Our Movie Honey-moon.'

Ed Fitzpatrick ork is out at the Del Mar, Santa Monica, Cal. Don Galt replaces and will remote over KFWB.

Venuti Tries Europe

Joe Venuti and an instrumentalist in his regular unit called Saturday (18) for England. After several weeks of variety in England they'll cross over to the continent for a concert tour of Belgium and France. Bookings are by Mills Artists, Inc., through Harry Porter on the other side.

RADIO-MUSIC'S GET-TOGETHER ON BRIBES

Broadcasting Code Authority has pledged itself to join the music publishing industry in a drive to eliminate plug bribery practices from radio. Former coterie has agreed to get together with the publishing trade on the project as soon as the music code has been signed by President Roosevelt and the committee to administer it has been appointed.

Suggestion advanced by the air code supervisors is that it would be best to wait until music itself has been equipped with a lawful club. With both codes in effect and each stipulating what constitutes bribery and the penalty attending any violation of the ban, the two authorities could then meet and map out a campaign with teeth in it.

Radio code group aver they are as anxious to suppress bribery as are the leaders of the music publishing industry. Broadcasters, the former coterie states, are getting fed up with the frequent late changes in programs made by bandmen and warblers, and also with the class of pop releases that slip into the repertoire. It is the belief among this element that these conditions are in a large measure influenced by give-and-take relations.

Palais Royal May Stay Dark; Riviera All-Year Possibility

Ben Marden may not reopen the Palais Royal on Broadway this fall, although still holding the lease and paying rent on the property. Instead, Marden Riviera roadhouse at Englewood, N. J. will be kept open until New Year's and possibly all year round.

Only reason Marden may reopen the Palais is to bow in the 'Follies Bergeres revue from Chicago, which J. C. Stein and Cliff Fischer originally produced at Rainbo Gardens, Chi.

VALLEE STARTS WEST SEPT. 15; CHI STOPOVER

Rudy Vallee closes at the Pavillion Royal, Melrock roadhouse, Sept. 15 and heads to the Coast for his Warner Bros. picture, 'Sweet Music,' returning in November for the new revue at the Hollywood cabaret-restaurant, N. Y.

Meantime Charlie Davis continues as the band attraction, with Sophie Tucker or Kate Smith being negotiated for to come in as the early fall attraction prior to the new Danny Dare floor show, which will be produced for Vallee's return.

Chicago, Aug. 20.

Lou Lipstone has signed Rudy Vallee and orchestra for a date at the B. & K., Chicago, for the week of Sept. 28 on the maestro's way west.

Vallee is bringing in his own people and will do the entire stage show. It's the first Vallee appearance in this territory in two years. Will get \$12,500 for the week.

Steel Pier's 3 Orks

Atlantic City, Aug. 20. Reaching the peak of mid-season, The Steel Pier management has provided three bands for the midweek and evening dancing in the Marine ballroom, nearly a half mile out over the ocean.

In addition to Lopez and Frank Daily and his Meadowbrook orchestra, there will be Pie Rite and his aggregation.

Purifying Chi Barbary Coast

Fair Officials Reported Behind Campaign in Effort to Ease Competish

Batons and Bones

The 'best engagements' for name bands, superficially, are those nights around the country which have gambling casino adjuncts. The 'show' being the lure for patronage, which according to the law of averages, can't resist toying with the gallinging ivory or the wheel, the salaries are fancy plus.

For well can these spots afford to be generous, the experience of the bonifides being that the dancers—particularly the leaders—aren't immune either and usually wind up having rendered services gratis, plus.

A couple of three band leaders are a cinch. Their agent may ask for \$5,000 a week and the boss who can't resist quibble and be safe in saying, 'Okay, I'll pay 'em \$3,000 a week,' or anything, because the establishment invariably gets it back via the casinos.

So. Loses Imp't Point in 'Range' Suit vs. 8 Pubs

Eight defendants in the copyright infringement action brought by Southern Music Co. over the publication of 'Home on the Range' scored an important point in their favor when Judge Woolsey, in the New York Federal Court last week shifted the burden of proof to the plaintiff. On a motion of the eight defendants' counsel, Julian Abeles, the court dismissed Southern's complaint, but at the same time allowed the latter company 30 days within which to file a new set of allegations. Altogether there were 29 publishers named by Southern in the suit.

Abeles based his argument for a dismissal on two grounds. One was that the original copyright on the song was taken out only in the name of Mary Goodwin, one of the authors, while the renewal application, filed in 1932, contained the name of her husband, William Goodwin, as sole writer. Abeles also contended that the disparity in the original publishing and copyright dates invalidated any claims that the authors or publishers might set up.

The permission granted by Judge Woolsey was to allow Southern to straighten out the defects in the complaint brought up by Abeles. Court also stipulated that, after the amended complaint is filed, the defendants may renew their motion for dismissal. Eight firms represented by Abeles were E. B. Marks, Robbins Music Corp., Fox Music Publishing Co., DeSylva, Brown & Henderson, George F. Briegel, Inc., Hugo Fry, Carson J. Robinson and Paul Pioneer Publishing Co.

Yacht Clubbers Set For London Repeat

Yacht Club boys sail for London and the Casino de Paris, clasp nitery in the British capital in mid-September. They're set for eight weeks.

It's a quick repeat to London for Adler, Kern, Kelly and Mann, (otherwise the Yachters, who last spring were booked into the competitive Monseigners, London Quartet are currently at the Elmsland Casino, N. Y.

Bernie Extended

Galesburg, Aug. 20. Ben. Bernie has been extended at Sam Macco's Hollywood Dinner Club until Sept. 10 after coming in originally for only four weeks. He collects \$7,000 weekly and from here heads to Hollywood for his second Paramount picture. The 700-capacity restaurant is \$150 and 1000 capacity hotel is \$100 weekly.

Chicago, Aug. 20.

They've started a clean-up campaign along Chicago's side streets and Barbary coast. The newspapers and police are getting behind a movement to close up the taverns at a one a.m. curfew, to fold up all honky-tonks and joy spots, and any places where life is free and easy.

It's understood that the Fair officials themselves are behind the latest campaign, on the grounds that so much easy laughs and life inside the loop and on the streets is too much competition for the Fair grounds.

Fair has been attracting that class of people which runs off to bed at 11 p.m. But the Fair has now decided to do a right-about face in regards to bars, curfew, etc., having last week passed a ruling that the Fair will never close.

So far only three spots have gone for the all-night stuff—Streets of Paris, Hawaii and Italian Village. Fair figures that if it can cut down on the loop competition it will be able to attract the spending mob to the grounds.

Newspapers are co-operating by publishing 'expose' yarns on the taverns, the crooked gambling and the wrong life. They are especially playing up the impossibility of beating the gambling wheels in an effort to keep the public out of the roulette halls and send 'em skedaddling over to the Fair grounds.

Weber Sets Aside Moss, Rose Philly Local Memb'ships

On complaints of a number of orchestra leaders, including Meyer Davis and the several Lavin brothers—Hewie, Sam, George and about four others—the memberships of Joe Moss and Irving Rose in the Philadelphia local of the American Federation of Musicians were set aside on cable orders from Joseph N. Weber, president of the AFM. The competitive band leaders, who do much of the society work in and around Philly, complained that Moss and Rose, whose memberships rushed through in an irregular manner.

Both Moss and Rose are prominent around New York for society dance engagements, while Davis, the Lavinis, et al., have Philly pretty much sewed up and also engage in dance jobs in the New York belt, Newport, R. I. and Washington, D. C.

SEATTLE CAFES FIGHT SUNDAY BEER BAN

Seattle, Aug. 20.

Sunday-closing law 20 years old revived by anti-Sunday-beer crowd, with order from police banning brews on Sunday. Local cafe men fighting the ruling in the courts.

If it goes, showmen fear it may be extended to include Sunday shows. Proved bombshell for nite clubs and beer parlors, which were getting big Sunday play.

Hot News!
Kate Smith's Back after a successful tour of the country's leading theaters. America's leading songstress, who has been heard three weeks in New York, will be heard in Seattle. The best radio news of the year. Hear her sing 'I SAW A STAR' 'A NEW MOON IS OVER MY SHOULDERS' 'SLEEPY HEAD' 'THANK YOU FOR A LOVELY EVENING' 'ONCE IN A LIFETIME' 'ALL I WANT IS A DREAM' OF YOU.

ROBBINS MUSIC CORPORATION
199 SEVENTH AVENUE
NEW YORK

Night Club Reviews

SIMPLON CASINO, N.Y.

This is Nick and John's smart roadhouse in Mamaroneck, a branch of Nick and John's West 53d street Simplon Club, long a nite life standard in the metropolitan belt. With summer taking the nocturnal bunch out on the road, a new thing has cropped up in the first year of post-repeal standards—the converted country club with a roadhouse aura.

All are on a pseudo-membership basis, with a generous quota of associate memberships. Otherwise, cuffs, issued to those who are chiefly welcomed for their self-inclined spending proclivities. There are cocktail bars at every elbow to induce the liquid receipts—and these alone probably eclipse the regular restaurant business—along with the usual country club features—golf, tennis, swimming pool, etc. With any sort of a weather break the Simplon Casino does all right all around, the golfers making a day or a weekend of it on the grounds, with the recreation and the nitty facilities all combined.

This spot is the former Hemmicks Country Club, which, like several other such establishments, fell to the heritage of smart nite life entrepreneurs like Nick and John.

As the cabaret attractions they have the Yacht Club Boys, Neva Lynne and Sedano, a new dance combination, and Ernie Holst's highly satisfactory dancetation. The summer opened with Poppy d'Albrow and Dick Gasparre's band shifting to Westchester from the Chateau Rouge, but both have since migrated to Aratoga. The catering personnel is recruited from both the smart Chateau and the Simplon, so between the two the casino attracts a not too stiff bunch of patrons.

The Yachters, long a standard at the midtown Simplon, are back with some new and nifty numbers, plus their old faves. Their opening NRA-FDU-CWA number is a pip in construction and tempo. All their ditties, compositely self-authored by the foursome, are equally a tribute to their creative ingenuity. Charlie Adler (the others are Kelly, Kern and Manna) avers that they walked without knowing how much distance they traversed from Times Square to the Battery and back to Lindy's restaurant—but after that hike they came back with a brand new number, the NRA song.

Sedano is a tip-top ballroomer who has been around with sundry

partners—Elizabeth Brown, most recently Mabelle Swor and now Neva Lynne, who looks very nice on the floor, and off, and who evinces aptitude for ballroomology. Their routines are classy and effective. Ernie Holst has been too long a standard for dance music for further commentary—his long run at the Post Lodge at Larchmont (before the Glen Island Casino dented and finally kayoned Mrs. Meyers' roadhouse) which got the Westchester kids like the Casa Loma band now does) established him in that neck of the woods.

The outdoor dining room of the Simplon Casino is a natural beauty spot. It's on a promontory overlooking the golf course, with the bandstand designed as the prow of a speedboat and with gay bunting and nautical flags giving it all a nautical atmosphere. The inside dining room with the omniscient bars (two of 'em) is equally attractive, and the Simplon, with this bad rainy session of late, has had some nice parties coming up the road for the Holst music and the Yachters' ditties.

RIVIERA, N. J.

Ben Marden's Riviera at Englewood, N. J., continues the roadhouse cleaner-upper hereabouts. It's its own best attraction, hanging on the Palisades cliffs in a most attractive natural location. But Marden wisely cements public interest with attractions.

The new floor show is authored by Jimmy Mellich and Dorothy Fields; Wallace Milan staging. Features "Lost in a Fog," a pip of a number, plus other special material. Danny Healy, that perennial juvenile, m.c.'s ably. It's nicely produced and costumed (Kivietto), with Healy an engaging personality at the helm plus the usual line stuff (16 girls) and specialists, who include Gomez and Winona, Tie Toe Girls, novelty threesome, Pearl Twins, hotcha song-and-danceists, and Stanley Meehan handling the vocal interludes. Freddy Berens per usual okay with his dancetation, and there's also a rumba unit for the Latin terp stuff—and they rumba and tango as much as they fox-trot these days.

Healy as m. c. and general confereer contributes a note of eciait and good form which does much to further the general proceedings. Gomez and Winona register with

their class ballroomology. Tie Toe Girls—a blonde, brunette and titian—have some fancy lyrics which they sell well, and Meehan likewise is a vocal stand-out with the more legit balladizing.

The real stand-out are the Cabin Kiddles, pickaninnies ranging from 5-11 years, who wham 'em with their spirituals. The colored kids first came to attention on the Vallee-Fleischmann "Yeast" program, and they're a genuine socko in their own spot. O.K. for Jersey, but can't work in New York state because of the juvenile laws.

Minimum check \$3; there's a \$2.25 table d'hôte and a \$3 shore dinner. After 10 p. m. the minimum is \$3 also. And all worth it. Abel.

St. Moritz Roof, N. Y.

Ilomay Bailey and Lee Sims from the airwaves will have 'em talking with that vocal arrangement of Ravel's "Bolero," to which Miss Bailey set the lyrics. A difficult composition for instrumental performance, it's even more so for vocal rendition, but the personable soprano manages it quite handsily and besides rates a bow for a not bad lyric, which audibly interprets the baroque theme of the now famous Ravel composition.

Bailey and Sims are the new attractions at the St. Moritz hotel roof garden. Leon Belasco's corking dancetation continuing as it. Incidentally, why no one has corralled Belasco for disk recordings is something which the competitive Brunswick and Decca and Victor companies might now give thought to. In a key spot at this Central Park S. hostelry, and a radio name via his hotel sustainings and an intermittent commercial contract. Belasco's a natural.

Sims and Bailey officiate at midnight exactly; not for dinner. Catering to a supposedly sophisticated late crowd at that hour, it might be a good idea for Sims to play down that homey, folksy spirit of domesticity—calling his partner-wife "mom" and the like—and playing more legit. It's good stuff in the main, in theatres, radio, etc., but in the hotel environment that might be an advantageous compromise. Otherwise Sims' prowess as an ivory-tickler is too well known in the trade for further amplification. He's more than an accompanist, fashioning the vocal arrangements and generally clicking with his own Steinway specialties.

Withal, they're a nice team. Abel.

Performing Rights' Societies Stay Under Jurisdiction of Music Pub Code

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

WEAF	WJZ	WABC
Title		
Pardon Southern Accent...	35	
Only Have Eyes...	29	
Very Thought of You...	28	
For All We Know...	27	
Dames...	26	
I Saw Stars...	26	
Moon Glow...	25	
Never Had a Chance...	23	
All I Do Is Dream...	22	
I'll Close My Eyes...	22	
Love in Bloom...	22	
Then I'll Be Tired...	22	
Moon Over Shoulder...	20	
Say It...	20	
Spell Bound...	20	
Hummin' and Whistlin'...	19	
Panama...	18	
Prize Wait...	18	
Once in Lifetime...	17	
Lights Low, Music Sweet...	17	
Eyes Wide Open...	17	
Dancing on Rooftop...	16	
Ooh You Miser...	15	
Didn't Believe Me...	15	
I'm in Love...	14	
Call You Mine...	14	
Take Lesson from Lark...	14	
La Cucaracha...	13	
Thank for Lovely Eve...	13	
The Breeze...	13	
What Good Is Good?	13	
Dust on Moon...	13	
Wish I Were Twins...	12	
Moon of Desire...	12	

NRA administrators of the music industry's code see no reason for removing the clause which brings the performing rights societies under the covenant's authority. This viewpoint was announced last week by John Williams, NRA supervisor for the publishing industries. If Williams' stand prevails it means that the American Society of Composers, Authors and Publishers, the European Society of Stage Authors and Composers, the Jewish Composers' Society and other similar organizations will be as much a part of the music code as the publishing industry. Williams also proposed to have the code include arrangers.

Music Publishers Protective Association had been amenable to the exclusion of performing rights societies from the provisions of the code, but Williams demurred. He said he felt that both the performing rights and arrangers factions should be included and averred that it would, however, be necessary to revamp the definition of the music industry as currently contained in the code so as to clearly take in both these elements. Popular music provisions of the code have all been straightened out. Williams, however, is seeking to have devised a single clause covering all bribery practices.

School Discounts

Angle on the standard phase of the code that Williams wants cleared up is that which gives the dealer protection from underpricing by publishers in their direct sales to schools and teachers. As this provision now stands the publisher is not permitted to service these consumers at prices lower than those asked of the local dealer. Williams questions the economic wisdom of this dealer protection and he has asked the spokesman for the standard publishers to go over the pro and con arguments on the subject with him at a conference in Washington slated for this week.

A TRIBUTE TO THE SONG OF SONGS!

The Artists, this time, acclaim, endorse and recommend the greatest, sweetest and most melodic song written in years

"Love in Bloom" is one of the finest songs I've ever sung.

Bing Crosby

FROM THE PARAMOUNT PICTURE
"SHE LOVES ME NOT"

"Love in Bloom" has a melody and thought that is bound to haunt you.

Peggy Waller

"Love in Bloom" is the most requested song we have, and we enjoy playing it.

Long Lombards

I had the honor to introduce for the first time on the air, "Love in Bloom," the song of songs of the year.

Fred Waring

Hello Folks—I think "Love in Bloom" is the loveliest song I've heard in years. I sure do love to sing it.

Kate Smith

We acknowledge with thanks these endorsements and also those of many other great artists

"Love in Bloom" is my idea of a great song. It's a pleasure for us to play it.

Seel Whitten

MAJORS' 41 WKS. TO START

RKO Raising Those \$500 Budgets to Stay Within Code; 25% Lift Reported

In order to avoid violations of the NRA Code minimum salary provisions, RKO is raising the budgets in some of its low-money vaude houses even before they open. The increase all around probably amounts to 25%.

Among houses affected are the Madison, Coliseum and Chester, New York, and the Capitol, Union City, all of which return to vaude within the next two weeks. RKO originally proposed to play \$500 five-act shows four days weekly at the Coliseum and Chester and \$250 five-act shows four days weekly at the Chester and Union City.

Bookers were understood to have found it difficult to remain within the code limits and obtain the type of bills desired at the \$500 and \$250 budgets. Those totals rival the smallest indie show costs and probably are the lowest vaude figures ever set by a major theatre circuit.

Another RKO house raising its budget for code compliance is the Tilyou, Coney Island, which has been playing on Saturdays-Sundays all summer. The acts do nine shows there on the two days, including a midnite on Saturday and four on Sunday.

Musicians' Demands May Keep Vaude Out of Cincinnati

Cincinnati, Aug. 20. This town will be without vaudeville the coming season, unless the union musicians change their minds about upping the scale to around \$70 per man. Such is the info emanating from RKO and independent theatre managements that operated vaudeville last season. Since early summer downtown houses have been all-screens.

Increased salary demands from the AFM boys came as a complete surprise. Three weeks ago their attempt to conduct band and symphony orchestra concerts with tab opera at the University of Cincinnati athletic bowl met with failure after a try of several weeks. The venture called for an expenditure of \$17,000, which represented \$2,000 proceeds from a benefit concert at Music Hall that featured Paul Whiteman; \$5,000 reserve fund of the Cincinnati Musicians' Association; and the balance made up by contributions from local music fans.

RKO's Grand, slated to reopen Aug. 17 is still dark on account of the new scale. House had pep vaudeville the tail end of the past season and was to resume that policy. It will get under way with six early in September.

The Indie Strand, which played vaude all last season, will continue with its present all-screen policy pending outcome of AFM demands.

DANNY DARE JOINS LOEW'S PROD. STAFF

Loew is adding Danny Dare to the Capitol, New York, stage production staff under Louis K. Shubin.

Dare and Arthur Knorr will alternate as house producers, each doing a show every two weeks.

Yawitz Opening Cold

Paul Yawitz, Broadway columnist, opens cold at Loew's State on Broadway and then essays other metropolitan Loew houses. The Sunday Mirror reviewer is figuring on Sept. 21 as the starting date with what he calls a new idea in a Broadway columnist's act.

It's a variation of the m. c. and guest-star motif, Yawitz vaudevilizing how a Broadway columnist comes to life.

Morris office accepted

Major Time

Circuit	Weeks
RKO	15 1/2
Loew	11 1/2
Paramount	6
Warners	5
Fanchon & Marco	3
Total	41

LAST SEASON

Circuit	Weeks
Loew	13 1/2
Fanchon & Marco	7
RKO	6 1/2
Paramount	6
Warners	3 1/2
Total	34 1/2

SOME MORE RKO TIME OPENING

Continuing its vaude expansion, RKO is resuming stage shows at the Palace, Cleveland, and Keith's, Columbus, Friday (24). First show in Cleveland will be the Ted Florig Orchestra, while Palaban & Katz's Tivoli unit goes into Columbus.

Proctor's, Troy, N. Y., reverts to a combo policy Aug. 31 for three-day first halves, playing five acts on an \$850 budget. On Sept. 1, shows go back into Proctor's 125th Street, N. Y. This house will play five acts for four days weekly on a \$250 budget.

Cleveland and Columbus are in divisional manager Nat Holt's territory, who, on a recent visit to the h.o., stated that stage shows were a necessity in those towns. But Holt wants more attractions exclusively, even if it means that his theatres play shows on an intermittent basis.

Two other RKO spots are expected in the vaude columns shortly, the Jefferson on 14th street and the 86th street, N. Y.; Paterson, N. J., and Dayton.

'Happiness' Unit Cast Plenty Sad; Left in Lurch, Broke in Iowa

Des Moines, Aug. 20. Cast of 'Happiness Revue,' touring in Iowa, last week discovered 'happiness' was in the title only. The company was stranded in Ft. Dodge, Iowa, with the theatre management attaching automobiles owned by the revue management, headed by Ted Jackson, John Lenke of Des Moines was troupe manager, and Roy Gilman theatre manager. Jackson has not yet been found.

Jackson opened the President theatre in Des Moines a few weeks ago. He painted the building and made other improvements, all of which he paid for, according to the company which leased the building to Jackson.

However, the cost of 40 in the troupe at Ft. Dodge claim they have not been paid since shutting out of the town two weeks previous, and out of the entire company, only \$5 could be collected to pay hotel and food bills.

Pollock, Jr., Injured

John Pollock Jr., son of the former associate publicity head of RKO, is in the government hospital in Panama suffering from two crushed legs, one of which will have to be amputated. Injuries were caused by a falling beam on a Cinerama, on which he was a junior officer, last week.

John Sr. flew to his sons' bedside Saturday (19).

INCREASE OF 20% OVER LAST YEAR

Looks Like 100 Weeks Indie and Major Combined Throughout Country—RKO Leads with Nine-Week Jump Over '33-'34—Loew Loses Pair

N. Y. INDIES' 35

Vaudeville's '34-'35 season commences between now and Sept. 1 with brighter prospects than in several years and even some tangible signs of improvement. The 41 weeks of major circuit playing time available at the start shows an encouraging 20% increase over last fall, when the majors shoved off with 34 1/2 weeks.

Together with the initial book of 41 weeks, all booked out of New York, there will be around 35 weeks of independent time also-New York booked, or a total of 75 weeks, highest in a long while. With increased stageshows actively reported in Chicago and on the Pacific Coast, the season will probably start with approximately 100 weeks of assorted time from coast to coast.

Increase in major time is due to the rare show of vaudeville aggressiveness by RKO, which starts off with 15 1/2 weeks as against its commencement total of 6 1/2 last year. The swing toward vaudeville once more by the circuit, which not long ago dropped from 70 weeks to 6 1/2 in one season, is attributed to double over film product for the coming season. That RKO aims to build up a protective stage show wall to bolster bad picture breaks is obvious.

RKO's time touches both extremes, ranging from good to poor in the way of salaries for acts and quality of bills to be played. The RKO book contains only six full week stands for regular shows: Palace, New York; Albee, Brooklyn; Palace, Chicago; Fox, Detroit; Palace, Cleveland; Keith's, Columbus.

Balance of RKO time comprises Madison, Coliseum, Chester and 125th St., New York, four-day stands; Troy, three days; Chester and Tilyou, New York, and Union City, two days. In addition there are seven spots playing one-act shows on a split week. These, all around New York, are Fordham White Plains, New Rochelle, Mt. Vernon, Flushing, Kenmore, Madison.

Loew's 11 1/2 weeks, a drop of two weeks from last fall, are: Capitol State, Paradise, Valerita and Metropolitan, New York; Baltimore, Boston, Jersey City, Newark and Pittsburgh, all full weeks; Boulevard, Orpheum and Gates, New York, splits.

Paramount's six weeks are: Brooklyn, Buffalo, Detroit, Boston, Chicago and New Haven. Paramount, New York, is in straight pictures now, but may return to stageshows shortly. Another possible addition for the Fair book is one of the neighborhood Palaban & Katz houses in Chicago.

Warners' five are: Pittsburgh, Jersey City, Philadelphia and Washington, full weeks; Elizabeth and Waterbury, splits.

Fanchon & Marco has the Roxy, New York; Philadelphia and Los Angeles.

In the way of salaries, the money in the lower circuit stands now 4 1/2, proximate indie coin more than ever. The circuits intend to spend money for names only. In many instances indie houses are spending more than the circuit, examples being the Hippodrome, Baltimore; State Lake and Oriental, Chicago.

The major time estimate does not include the houses playing vaude, social shows, mostly name acts, of which there are about 10 in the east.

That CWA Rule May Break Up Family Acts and Teams on Public Welfare \$24 Per Vaudeville Shows

Firehouse Opposish

Baltimore, Aug. 20. Sidney Lust, operator of a string of small town houses through Maryland, injected vaude in three of 'em recently on two-days-a-week basis. In one of the houses, Arcade, Rockville, he's dropping the flesh fare this week only.

In the letter of notification to his booker, Lust said the hiatus was prompted by the fact that the Rockville Fire Dept. is holding its annual carnival this season, and he thinks the opposish would be too great.

Unless exemptions are made in the regulations governing U. S. and New York State relief work, sister teams, man-and-wife combos and brother acts will not be eligible to play the CWA vaude unit shows intact. According to the rules in force, no member of a family can get a Government relief job if another member of the same family is working.

American Federation of Actors is understood to be asking that allowances be made so that the various types of family acts will not be affected by the stringent rules. Jaker became evident when the CWA-Public Welfare Department's questionnaire, to be filled in by unemployed, was first gathered at AFA headquarters.

According to the CWA plan, actors in the free vaude or legit shows receive \$24 weekly. While less than the minimum set by the Amusement Code of the NRA, this is explained as government relief, and non-profit. Col. Earl Boeth, program director of the CWA, working out of the Public Welfare Department, is understood to be willing to make some adjustment in the salary provisions so that family acts could work the proposed units intact, but the AFA is striving to get a complete exemption on this regulation so that family acts can not only work intact, but each member receive the \$24 weekly.

Can't Have Autos

Another exemption sought by the AFA is on the rule which disqualifies a performer from participation in government relief if he is the owner of any type of property, real estate, automobiles, etc. A Contention of the actors' union is that a majority of acts own autos, though of questionable quality, which enable them to save on transportation and scenery haulage charges.

Without exemptions, the questionnaire, presently in use by the CWA, immediately disqualifies an unemployed person if latter shows that another member of his family is working, or that he owns real estate, an automobile, or has a bank account. Failure to answer it truthfully is a misdemeanor.

Boston, Aug. 20.

Tom Sena, head of the American Federation of Actors branch in this city, has been appointed prez of the Emergency Relief Administration, which will produce vaude shows and write to play civic and charitable institutions. Sena was given two assistants, a talent selector and a time-keeper.

According to a tentative stamp, about 19 shows will be produced to give employment to approximately 200 actors.

WB Testing Vaude In Jersey City Via All-Radio-Act Show

Warners will try a stage show consisting of all-radio talent at the Stanley, Jersey City, next week (25). It doesn't mean establishing a regular policy, but is rather a test for vaudeville, with policy likely to stick if clicking.

On the bill, with all turns set individually by Steve Trilling, will be Molasses and January, Vaughn DeLeeth, Ted Forman, Poppy Zebe and Ezra and the Horn & Hladin Kids (WATF, New York).

Curtis Comin' Home

Jack Curtis (Curtis & Allen) will leave London for New York Wednesday (22).

Agent has been over there for three months on biz and pleasure.

HANDS HOLD UP PITT STAGE SPLURGE

Pittsburgh, Aug. 20. Union difficulties are delaying Pittsburgh's impending return to its former big-time status as a stage-show center. With Loew and Warners both anxious to restore shows here, Pittsburgh gets its first opposish vaude in four years if and when the union angle is straightened.

The Warner and Loew intention is to play shows on the now-and-then basis, both reserving the right either to make it a permanent policy or go straight pictures once more.

Stagelands have been playing ball with Loew on the now-and-then shows, but now, with the new indications of a stage show splurge, they want some kind of a minimum number of weeks guarantee for the year.

'Passing Revue' Only Expo Unit Going Out From Chi This Year

Chicago, Aug. 20. Only one World's Fair show is going out this fall and will have the entire World's Fair publicity and exploitation all to itself. It is called the 'Passing Revue.'

Produced by Al Borde and Leo Salkin, show is carrying around 50 people and shapes as the most pretentious of the units heading out of Chicago this season. Among the features are the best-exploited items of the fair itself, such items as the 'Black Forest Village,' which alone played to more than 10,000,000 visitors at the fair; 'Streets of All Nations,' 'Midway,' 'Hawall,' 'Mexican Village.'

Show carries its own floundering. It casts are Charles Boy, Al Frodo and Pedros, Colera, Emmett Linn, Harry Foster Welch, Gatchell and Rogers, and Russ Jones, plus a chorus of 16.

Show is booked over the Great States and Orpheum time around here for some 10 weeks before heading eastward.

Kramer's New Turn

Dave Kramer, partner of the late Jack Boek, is reentering a new act on his own.

Turn, authored by Ken Nichols, will have six in support of Kramer.

Unit Reviews

World's Fair Scandals

ORPHEUM, MINNEAPOLIS

High spots of this unit, constructed along same pattern as other so-called "World's Fair" shows, are Ralph Cook's rowdy clowning, some first-rate dancing by Virginia Healy and two young men and an acrobatic interlude. Lacking names that mean anything to the boxoffice, unit purports to include Texas Guinan's Gang of girls and depends upon this "gang," Cook's former association with the Guinan show, the generous display of feminine cuticle and some fairly daring dancing to attract the customers.

Minus class as far as scenic in vestitures, costuming and lighting

are concerned, it nevertheless should afford a sufficient measure of entertainment in conjunction with a screen program. It has the virtue of being geared to a high rate of speed and by moving swiftly it covers up some of its deficiencies. In this town, hungry for stage shows, it drew well.

Girls (14) in the dance fairly well and their figures show up o.k. under the tests to which they are subjected by scanty costuming and posing in the nearly nude. They start the ball rolling with a snappy song and dance number, following which two men and a girl present a dance routine along conventional lines. The men finish with a difficult tap in union that cops liberal audience applause. After some commendable toe dancing by Virginia Healy, a shapely blonde, Cook and his straight man and fun-making partner, Floyd Christy, who also officiates as master of ceremonies,

start their antics, which apparently are well relished by the customers. The elongated Cook is a contortionist and comedy dancer whose gyrations stir up plenty of laughs. He and Christy lapse occasionally into bluishly tinged patter that once or twice sinks to a pretty low depth. Aside from an eccentric dance by Cook, their best contributions is a comedy acrobatic bit.

After a prancing and high kicking number by the chorus and some ordinary blues' singing by Lillian Roberts, the St. John Brothers stop the show with their sensational balancing feat.

A 'midget village' drop brings on a quartet of Lilliputians who offer Will Rogers and Mae West impersonations and dancing. Then more dancing by the trio that followed the opening chorus.

Instead of the customary fan swinging there's the 'Dance of the

(Continued on page 52)

What Chance Vaudeville?

It is unfortunate that with indications pointing to the possibility of a return of vaudeville this arm of the amusement business should be found so palsied. The public is giving hints of being ready to return to vaudeville, but vaudeville is not so well prepared for a return to the public.

For many years vaudeville has been the football of the amusement business. Burlesque, the training school for Broadway prospectives, has ceased to be productive. Its equipment of comedians has chiefly been limited to those old-timers who never were able to work their way to the top and whose present usefulness lies in their ability to work into any of the standard bits without book rehearsal. No new blood is being brought in through recruiting. And yet most of the established Broadway comedians found in the rough and ready burlesque audiences the mental abrasives which, if they had merit, eventually gave their work a smoothness and finish not to be gained through any other source. Even now were there burlesque shows there would not exist the same incentive to face its rigors with Broadway as the eventual goal, for Broadway now has too little to offer.

Therein lies a second handicap. With vaudeville bookings limited there have been driven into other fields, remote from the theatre, many of the lesser rank who could see no future on the stage. They do not care for the idea of one week at a large salary and six to 10 weeks of layoff. As a result, only those incapacitated from commercial employment, and those who have not clicked in other branches of show business, cling to vaudeville.

There are amazingly few out-and-out vaudeville headliners. As a result when draw names are required these must be borrowed from radio, the dance orchestras or from pictures. It is reasonable to say there are too few actual vaudeville headliners to give a single house six weeks of bills without repeats. No preparation has been made for that vaudeville future which now may be about to arrive. There seems to be a chance for vaudeville to stage a comeback, but there's little material with which to do so.

And in the last analysis there remains the question of managerial stamina. Vaudeville did not come into favor overnight. It cannot be returned in a similarly brief period. Yet today vaudeville receives short shift. It is tried for a week or two. If it fails to pay for itself immediately it is again dropped. Theatre men seem to lack the nerve to continue the experiment to a point where it may definitely prove itself.

Even if vaudeville is given a chance the outlook is that it will have a rocky road to traverse.

NEW ACTS

FRANK PARRISH (1)

Songs, Pianist
12 Mins.; One
Loew's Orpheum, New York

Good-looking lad that appears self conscious, and needs to get over it. Additionally has the kind of a voice that registers in the higher tonal brackets best or mostly. Has to have better song selection that more nearly fits his voice before he can go over in vaude.

It was noticeable when caught that the lad's voice couldn't hurdle the pit acclamation, but fared better when with just his own pianist on the stage. He uses the same kind of spot in the same place throughout and clutches the mike too much. Probably allowing the pianist a number for change of pace would help.

Parrish sings about five numbers including a medley. Deuced on a live-act bill when caught and got some applause.

JAY MILLS AND MILDRED TOLLE

Comedy
12 Mins.; One
Orpheum, N. Y.

Jay Mills is a former m.c. who's been around on his own for some time, working with different partners. Miss Tolle was at one time Richy Craig Jr.'s stooge. Combo, after some warming up, ought to be a good one.

Mills handled himself somewhere in between George Burns and Jack Benny, even carrying around a violin. Miss Tolle in comedy is a Grace Allen, but not with the same kind of material, looks nice and is developing. There are laughs in the turn but more should be added.

Miss Tolle used to be a 'good dancer but recently hurt her ankle. When she gets back into form that ought to help the turn considerably.

HAYWOOD and ALLEN

Singing
10 Mins.; One
Orpheum, N. Y.

Mixed colored team that's billed as from the late 'New Faces' revue. This is their first crack at vaude apparently and for vaude they can stand plenty of fixing.

Their grotesque dress as down-and-out Harlemites is not in keeping with the girl's neat singing and the male's excellent hot pianologing. This is all they have to sell, but they can make it look 100% bigger with proper routining and better song material. For what they do they have plenty of talent.

One number, where the girl builds up a blues song into a hot-cha number, is the act's poorest part mainly through poor staging. In coming at the finish it smoothes their chances of getting at least a fair reception. Team danced here.

CHARLES BARNETT and ORCH

(13)
Band
10 Mins.; Full (Special)
Loew's Orpheum, New York

This aggregation has a long way to travel before it can be considered as proper theatre material. Boys lacked even the first requisite of being neatly clad, when caught. As for their musical attainments for vaudeville they need pace and rhythm now lacking and some new songs. Girl singer vocally weak. Band opened a show when caught which tells the story. Bands that open are apt to close early.

Appears to be an instance of a hotel dance band (Park Central) taking a flyer in a new field without adequate armaments to vanquish those yawns. Shy on stage poise and the authoritative manner.

THREE JACKSON BROS.

Acrobatic
6 Mins.; Full
Fox, Brooklyn

A topnotch balancing act that, although worked in slow, control time, holds steadily applause-getting qualities.

Most of their stunts are quite differently executed than usually seen in turns of this type, the three boys going in for grace, as well as muscle work, in the various two and three-high and wide formations. Everything they did here clicked, the beauty of their almost slow-motion executions set to appropriate music socking this half-kid crowd at a Saturday matinee immediately.

They're nicely set off in brief, red tights.

3 CANDIDATES FOR 3 POSTS, WALK IN

Washington, Aug. 20.

Final election of three independent members of the burlesque Code Authority will be conducted by National Recovery Administration this week. Balloting is like picking members of Congress in 'Solid South,' there being only three candidates for three posts.

Indie reps, by process of default, will be Col. Jimmie Lake, operator of Gayety, Washington; Izzy Hirsch, Bijou, Philadelphia, and A. Romano, Modern, Providence.

Expecting to submit six highest nominees for final choice, NIRA was flabbergasted to find only three names had been suggested by 30 indie operators in all sections of the country. Had expected each operator would get at least his own nominating vote.

Never Censored, Not a Deletion in 20 Years

An excerpt from

review of
STATE,
New York
(Aug. 13)

"Herman Timberg, who is also on this bill, has been doing pretty well for 20 years or so. He's still doing as well as ever, and always a clean comedian. If the green radio acts would like to learn how to stay around for a while, let them take a look at Timberg. If they can't get their laughs with clean comedy, as Timberg does, and they must resort to dirt, then they cannot expect to find a place for themselves in vaudeville.

Timberg's act at the State this week, besides a lesson in cleanliness, is a lesson in how to keep the old reliable structure, yet change the ingredients to make the act look almost new once more. Among changes is a major operation on the billing, with Herman Timberg, Jr., now listed on an equal basis with his pop. The kid, Audrey Parker and the stout guitarist are holdovers from the old act. New addition is a Russian dialectician-stooge, Don Tannen. Newcomer is a comical type.

Included among the new Timberg hits is an imitation by himself and son of the Pat Rooneys, inherited from the Timberg-Rooney unit of last season. It's a very well done piece of satire and will be appreciated wherever the Rooneys are known, which means about everywhere."

Gratefully acknowledging the above generous tribute—if the Pat Rooneys had been on the same bill the notice would have been quite as generous—but double!

Louis K. Sidney and Marvin Schenck are re-uniting

"THE SONS OF BROADWAY"

THE ROONEYS AND THE TIMBERGS
PAT, PAT JR. HERMAN, HERMAN JR.

with

AUDREY PARKER

DON TANNEN and OLIVER HARRIS

VALENCIA, JAMAICA, WEEK OF AUG. 31

Loew's Present Time Will Stay as Is; Additions Will Only Be Temporary

With its policy contingent to a great extent on quality of film product, Loew has committed itself to a policy of occasional stage shows only for its present straight film theatres the coming season. Loew's present 11½ weeks of regular stage time will be adhered to, with little likelihood of its being extended.

Now-and-then shows played by the other Loew houses depend both on the picture situation and on the availability of name acts and units. The Loew theory is that a regular diet of non-name vaude isn't practical, since stage shows aren't necessary when the film is okay. It is Loew's conviction also that only names draw business, and are to be played only when extra business is needed.

That Loew is concentrating on name booking as a policy by itself is illustrated by the circuit's pre-season buying of money turns the past couple of weeks. The Loew booking office has sewn up about everything it has been able to lay its hands on.

That Loew's policy at the start of the season is directly opposed to that of RKO is mirrored clearly by the picture situation confronting each of the circuits. From early indications Loew is much better situated in a picture product way for '33-'35 than RKO.

TWO AKRON HOUSES SET FOR STAGESHows

Akron, Aug. 20. Both Loew's and the Palace here will again try stage presentation policies this fall.

Loew's may try it on a weekly basis, while the Palace will play only the good attractions which look suitable for the theatre's needs.

Both houses have been offering straight pictures all summer, leaving the town without stage shows since the closing of the Guild Players at the Colonial downtown several weeks ago.

RKO Gets 'Bowery' Unit Conscious; Sets B. & K.'s and Fine's

Balaban & Katz turning agent to sell its 'Bowery' show, produced for the Oriental, Chicago, a few weeks ago, for vaude. Through the Simon office B. & K. has placed the show for a couple of weeks with RKO.

Unit opens Aug. 24 in Columbus and goes to Cleveland the following week.

RKO is buying another 'Bowery' unit, also from Chicago, this one owned by Jack Fine. It opens Aug. 31 at the Fox, Detroit.

Yates' Girl Band

Irving Yates is producing an all-girl unit of 30 people, including a femme band. Opens for RKO Sept. 1 at Trenton.

TRACY and VINETTE

Aug. 20, Margate, England

PAULINE COOKE

PLACED

ROBERT CAPRON

"MERRY MALONES CO."

MELBOURNE, AUSTRALIA

Jimmy BYRNES and FARNEY Evelyn

Formerly with BENNIE DAVIS

Appearing this week (Aug. 12) at FOX'S PLYMOUTH under the name of James and Evelyn Allen, will be given as

BYRNES and FARNEY

HOLD OVER SECOND WEEK (Aug. 24) FOX'S PLYMOUTH

Personal Direction—MARK LEVINE

PAT ROONEY BANKRUPT

Lists \$20,128 Liabilities and Two Autos as Assets

Pat Rooney, who is arranging to revive his old unit with Herman Timberg, last week took the debtors' veil in the New York Federal Court. Schedule which Rooney filed with his bankruptcy petition stated the liabilities tallied \$20,128. There were no assets, except two autos valued at \$1,200 each. Rooney's list of creditors included Goldie & Gumm, \$2,386; William Morris Agency, \$1,096, and Nat Lewis Retail Corp., \$2,587.

Gene Ford Becomes Loew's Prod. Supe in Wash. and Baltimore

Washington, Aug. 20. Gene Ford moves from N. Y. Loew production department to new post as production supervisor for Loew Eastern Division, Southern group, immediately.

Ford will move his family to Capital and have offices in Fox theatre. He'll work out of Washington, covering Baltimore and other vaude spots in Eastern Division. Will mark first time Washington and Baltimore have had ace production man assigned exclusively to supervision of stage shows.

COL. TIM MCCOY AND FIVE INDIANS TOUR

Col. Tim McCoy, the film cowboy, opens Aug. 27 at Hammond, Ind., for a four weeks' series of one, two and three-nights arranged by Martin Wagner of the Morris office. McCoy's stage troupe consists of himself and five Wyoming Indians. Following the stage time McCoy returns to his film contract studio, Columbia.

Par, New Haven, Goes Vaude After 2 Yrs. Pix

Paramount is returning its Paramount, New Haven, to stage shows Sept. 7 after two years of straight pictures.

House goes on the regular Par New York book. A few years ago it was a major presentation house, serving as a break-in spot for the Public unit.

Auto Shows

(Continued from Page 1)

with about eight weeks' time in each.

The West circuit would include L. A., S. F., Portland, Seattle, Denver, Kansas City, Omaha, and possibly Salt Lake City.

Regardless of the outcome of the national plan, looks that the original idea for the four Coast cities to unite on a circuit is a go for the 1935 auto show season, with the shows to come early in the year. The new national plan is being given impetus by the fact that the New York and the Chicago shows will no longer be classed as national auto shows and backed or sponsored by the National Automobile Chamber of Commerce, but will be put on by the regional dealer trade associations, similar to the plan in other cities of the country.

JAFFE OPTIMISTIC; TO TRY BURLEY IN PITT.

Pittsburgh, Aug. 20. Shattered since first of May, Variety, town's lone burlesque house, will reopen Labor Day with stock productions. George Jaffe, owner-operator, in New York lining up a company, with rehearsals scheduled to start over the week-end. Jaffe plans to employ a local chorus, same as he has in the past, with two performances daily on a weekly change. Four-month shut-down is the longest house has had in several years.

Linden, N. J., Dog Track Getting Big Play from Bettors

Dog track at Linden, N. J., is off to an excellent money start, betting total in the pari-mutuel machines being above expectations. Friday (17) the betting intake was close to \$51,000, that night being high because it was pay-day. Yet Saturday night the total approximated \$50,000. As much as \$700 was bet on a single event by an individual. There are 48 windows for the selling and cashing in of betting mutuel tickets, windows being handled principally by Broadway theatre ticket men. Percentage of the gross goes to state and township.

Lateralized mutuel betting in Jersey has revived Atlantic City's aspiration of rivaling Saratoga as a horse racing Mecca. Track will be ready to debut early next spring. Believed that mutuel betting in Jersey also will force New York to adopt that system, horsemen saying that otherwise much of the class racing would be drawn across the river.

Cushman N. W. Unit Time Totals 8 Wks.; Only 3-Day Layoff

Seattle, Aug. 20. Second of the unit shows of new Wilbur Cushman circuit to hit NW. is 'Penthouse Revue,' with Harry Clark, opening yesterday (Sunday), in Walla Walla. Will play Paramount (Evergreen) here week opening Aug. 30.

Billy Arms, rep for Cushman, has buttoned up compact time of eight weeks, all but three being in state of Washington, and layoff time in making connections being only three days. This is something for this region.

First show on the circuit was 'Chicago Follies,' with Ches Davis. Idea is for Cushman show to come through territory every two weeks. On the book are a number of one and two-night stands, with solid weeks in Seattle, Portland, and Vancouver, B. C.

LONDON WILL GET A LOAD OF HILLBILLY

England imports its first hillbilly act next month, Pappy, Ezra, Zeke and Elton have been booked to do four weeks in variety. Act will play a week at the Palladium, London, starting Sept. 14. Balance of the time will be taken up in the provinces. Deal was worked out through the Rockwell-O'Keefe office on this side and Harry Foster on the other.

Four-ome's radio origin was the west coast. After a spell on WMCA, New York, the act went NYC.

Loew Turns Tables, Pulls Prov. Vaude

Reversing the usual process, Loew is taking the vaudeville out of Providence after keeping it in a summer. House goes straight picture Sept. 1.

Vaude was revived there at Loew's about a year and a half ago.

U. S. Acts Can Play Brit. Str. Vaude, But Not Pix Houses; Venuti Sails

How Feuds Start

During a performance at the State, N. Y., last week, Herman Timberg spotted Marion Tent (Mrs. Ted Rooney) in the audience. Timberg introduced her and steamed up the audience to applaud for a bow.

Miss Tent explained that she was already late for her appearance up the street at the Capitol with Pat, but the State customers insisted on a bow, so she had to take one. The delay left Pat flat up at the Capitol, with the time having arrived for Marion's appearance, and no Marion.

Pat says he'll get even somehow for the Timberg steal next month, when the Rooney-Timberg (or Timberg-Rooney?) unit is revived.

With an okay from the British Ministry of Labor, Joe Venuti sailed Saturday (18) to play a couple of weeks in English variety. Way for his entry into Britain was cleared pronto after it was determined that the bandman was slated to appear in straight vaude houses and not those given to a combination policy. Had he been booked to play picture houses, Venuti, as also happened recently in the case of Duke Ellington, would have been barred. Venuti opens at the Palladium, London, Aug. 27. All he took along with him from his regular unit were two men.

Opposing the importation by the English picture houses of attractions from this side are the British variety theatre men. What has intensified the feud between the two factions is the ability of the Paramount-Hyams Bros. circuit, a recent merger, to offer an American act at least eight weeks. Argument advanced by the variety men is that if the importation privilege were accorded both camps the picture theatres would have a dual competitive advantage. As it is the picture houses are permitted to import the cream of American screen names via American-made product, and if they are also permitted to bring in the better of America's stage acts the vaude houses might as well shut down, over the variety operators.

Although the British Ministry of Labor has been inclined to heed the pleas of the variety house operators, it is expected that there will shortly be a let-up in the restrictive attitude toward the picture houses.

Bernice Petters (Mrs. Ed. Conne) going to the Coast to write tunes while Conne's in England on a radio deal.

3 Houses Will Give Cleveland 1st Vaude Competish in Years

Cleveland, Aug. 20. Three rival circuit theatres threaten to make Cleveland vaude-conscious again, after a long fleshless period, by adopting stage-show policies at the same time in early September.

RKO Palace is getting the jump on two other circuits by opening with Ted Flo-Rio Friday (24). Loew's ace house, the State, is slated to dust off its stage around Sept. 8, with Duke Ellington and band scheduled as first attraction. Warner Brothers have leased the indie Allen and plan to reopen it about Labor Day with pix and unit revues. Last year the Allen played units on percentage basis, booked by Arthur Fisher out of N. Y.

Inside Stuff-Vaude

Collision of two ears at a Hollywood intersection brought together two troupers who hadn't seen each other for 20 years.

After the usual bickering over who was to blame, the older of the two asked the other's identity. When told he was Joe E. Brown the tone of the conversation changed. The other man was Banks Winter, oldest living minstrel, who remembered being on the same vaude bill with Brown when the latter was an acrobat.

Belle Baker's 11-year-old hopeful, Herbert, is at a summer camp with Senator Irwin Steingut's (N. Y.) son and in that wise Herb met Gov. Lehman in Albany. The governor wanted to know if the kid could sing as well as Behr, whereupon Herb replied 'better' and demonstrated by singing a couple of songs in the gubernatorial mansion.

Sibyl Bowman absolves Billy House of responsibility for the stooge in her specialty. Says it's her own idea. Also points out that the girl in the acrobatic item of the House turn is not the same as the one who works with House. Estelle Jayne is the latter miss.

Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING ANNEX

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GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER

Lab Code

(Continued from page 7)

Hearing, although relatively brief, produced frequent bitter exchanges between local and small labs.

A. B. Poole launched the assault on the price-fixing clause and denounced efforts to restrain free competition. Principal support came from Alan Freeman, spokesman for the Luxe Laboratories, who shared Poole's point of view.

Sharp Division

Under 10,000,000 Feet

Suggestion that price-fixing, if attempted, should be restricted to small labs on a volume basis was thrown out by Freeman and later endorsed by Stephen Miller, E. L. Lab, who proposed differentiation between orders under or over 10,000,000 feet.

Discussing technical conditions in the industry, Freeman said that before 1930 volume of work exceeded labor supply with consequent development of labor-saving devices, but that subsequently policy has been to discourage technical improvement to give labor a break.

Other side of controversy was led by Charles J. Hirshman, president of National Laboratories Association, who demanded code guarantee small operators a reasonable profit, and said existing clause will mean slow death for little enterprises. Attacking big competitors, Hirshman said that opponents of price stabilization generally were assured of sufficient income to meet expenses without contracts with majors and then took small orders at below-cost figures.

Charge made by Hirshman that Pathe has preferential contract for raw stock with DuPont and that Du Luxe is subsidized by Fox, as indie spokesman asserted small labs cannot operate at 1.5c foot except by cutting wages and exploiting labor.

Newspapers Uncertain

Intention of NRA to drop clause exempting employees engaged in newsreel processing from overtime clause was criticized by Freeman and, with reservations, by Sol Scappa, NRA labor advisor. Freeman noted that labs never knew when reels will be submitted for printing and said that delays would impose serious monetary penalty on labs. Scappa said there must be leeway for newsreel production, but objected to practice of working employees 24 to 36 hours overtime on news jobs and other forms of chisel.

Proposed wage increase also was hit by Stephen Miller, who said that nothing has developed in the business during the past year to warrant employers in boosting production costs and pointed out that reduced work week has increased salary burdens. Poole slammed idea of fixing hours of clerical employees on ground that generally office workers have enjoyable working conditions.

Code's Budget

Budget discussion found Poole opposing proposal of \$24,000 and Hirshman fighting suggestions of a lower assessment. Poole said \$7,500 should be sufficient, and was supported in this contention by large labs, while Hirshman said that such a figure would be inadequate.

"We will need at least that much," Hirshman asserted, in support of original estimates, "if the code is to be enforced." Seventy-five cents would be enough for all that was done last year.

Question of representation for West Coast units was involved in discussion as Poole suggested that Hollywood code authority members be selected from companies with eastern representatives to cut travel costs.

With details still to be arranged, agreement on code authority calls for granting two or three places to Hollywood labs, three or four to large eastern operators, and one to small independents, with labor having special representative when labor questions come up for discussion.

If he gets as much out of it as he hopes, he'll pack the double slot away for the better, plan to see the picture he'll follow this contest with a new baby contest with the announcement of similar action by the National Film Board.

He'll be lucky to get 50 entries, since many of the children have not changed for the better, plan to see the picture he'll follow this contest with a new baby contest with the announcement of similar action by the National Film Board.

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Variety Bills

NEXT WEEK (Aug. 24)
THIS WEEK (Aug. 17)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

NEW YORK CITY
Palace (21)
Brown & La Hart
3
Lewy & Ames
Le Roy Smith Ore
(17)
Candy
Hunter & Percival
Sims & Hayes
Larry Rich Co
Lanucha Bros Rev
Academy of Music
1st half (21-27)
Giesdorf Sis
Joe Jackson
Clifford & Marion
Jean Devereaux Co
2d half (25-29)
Harlan on Parade
(Others to Bill)
2d half (21-23)
Will Osborne (26)
(Four to Bill)
Fischer (25-26)
Paul Francisco
Roy Rich & Bell

RADIO CITY N. Y.

ANNETTE AMES
AND
FOX, BRIAN
GILLETTE & RICHARDS
JIMMY & PATSY ALLEN
Placed by LEDDY & SMITH

NEW YORK CITY
Hans & Lynton Rev
Coliseum
1st half (24-27)
Gilbert Bros
Patsy Waller
Viv Oliver
Murray & Sinclair
(One to Bill)
12th St. (25-26)
Olympic 1
Frank Molino
Bunt Rolins
Joe Besser
Future Stars
1st half (25-26)
Albee (25)
Grace Hayes
3 State Bros
(Three to Bill)
Mann Robinson & M
Violet Ray & N
Radio Babes
Cullette Lyons
1st half (25-26)
Frankie (25-26)
Swan Smith Co
Robert Dill
West & Stanton
(One to Bill)
1st half (25-26)
Joe Purans
Joe Wong
Joe Herber
Hickey Bros
Hans & Lynton
Madison
1st half (24-27)
Shade & Cool
Mann Robinson & M
(Three to Bill)
Tilton (25-26)
Rogers & Oliver
(Three to Bill)
(14-15)
3 Queens
Jimmy Haddad
Ling Dong Delt
Morgan & Casper

DETROIT

FOX (24)
Patricia Bowman
Johnny Perkins
George Tappa
Annie Judy & Zeke
Gertrude Riefer
Gordon's Dogs
Haley
Seiler & Wills
Mile
Eddie South Ore
Pat Rooney & P J
Gertrude Grimes
George Grimes
N. Y. VERNON
Arthur Tracy
(Others to Bill)
1st half (25-26)
Kelli's (25-26)
Johnny Woods
Dancing Doo'nates
(Two to Bill)
4 Vipers
Lew Lewis & Hale
Wendy & Jeanie
Future Stars
1st half (25-26)
Proctor (25-26)
Will Osborne Ore
(Others to Bill)
1st half (24-27)
Hollywood 4
Duke & Lorraine
(Two to Bill)
2d half (25-26)
Street Singer
(Two to Bill)
2d half (24-25)
Street Singer
(Two to Bill)
(Two to Bill)
FOKERS
Proctor (25-26)
Frank & M Britton
(Others to Bill)

DR. JULIAN SIEGEL

PARAMOUNT BUILDING
This Wk.: Oscar Lorraine, Ella Andrews

Loew

NEW YORK CITY
Capitol (24)
Gilda
4 Trojans
Richard Parates
Joe Morrison
Polo Penches & D
George Glyot
Boulevard
1st half (24-27)
1st half (24-27)
Joe Herbert Co
Coe Bros & Betty
Gilda & Carolyn
Powell & Tamara
1st half (24-26)
Jordan & Grace
Zingone
Joe Hickey Co
J & J McKenna
Wonder Girls
Orpheum
1st half (24-27)
J. Jackson Bros
Stanley Smith Co
Nico Florio & L
Carl Reed Co
2d half (24-26)
Stan Kavanagh
Carter & Tupper
(Three to Bill)
Paradise (24)
Carlton Club Rev
State (24)
Frequent Type & P
Lillian Carmen
Couchman Bros
Carr & Morin
Jack Benny Ore
Paul Smith Co
BROOKLYN
Gale Ave
1st half (24-27)
Road & Wallin
Zingone
Dorothy Hyde
Brown Pats Co
Wonder Girls
1st half (24-26)
1st half (24-26)

WASHINGTON

FOX (24)
Lee & Rio & M
Roy Smuck
Daphne Pollard
Myrt & Marge

Paramount

BOSTON
Metropolitan (24)
Proctor (24)
BUFFALO
Buffalo (24)
1st half (24-27)
Sylvia
Sylvia Howard
Himach
CHICAGO
Chicago (24)
Buster Shaver Co
Carl Reed Co
(17)
Morton Boyner
White & Ford
Karavief
Mann Nish 2 Faces
Meyro (17)
Bully Boys & D

Warner

ELIZABETH
Rita
1st half (24-26)
Gilda Girls
Helen Homan
Rita & Playdy
Brooks & Philson
Ins Ray Hutton Co
1st half (24-25)
George Dornomede
Haley
Nat C Haines Co
Herman Hyde Co
Carl Reed Co
2d half (22-24)
Hollywood
West & Stanton
John & M Mason
(Two to Bill)
PHILADELPHIA
Rita
1st half (24-25)
Low Duthies Co

Independent

CHICAGO
State (24)
Rector & Doreen
Harrison & Elmo
Hilton
Miller Kirk & H
John & M Mason
Jack Lane
Ruth Harris
ST. LOUIS
Strand
P Lock Musical Rev
NEW YORK CITY
Rochelle Bros & H
Sword & Gonde
Mama & Carly
Suzanne Realties
PHILADELPHIA
Fox (24)
Fanchon & Marco
Stage Show
(Others to Bill)

Fanchon & Marco

NEW YORK CITY
Rochelle Bros & H
Sword & Gonde
Mama & Carly
Suzanne Realties
PHILADELPHIA
Fox (24)
Fanchon & Marco
Stage Show
(Others to Bill)

Man's Best

Man's Best
Oakland Taven
Washakind
Lou Miller
Marshall & Ines
Peggy Taylor
Mam Sis
Jimmy Grosses Ore

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15 Years Ago

(From VARIETY and Clipper)

Julian Eltinge's vaude show doing so well he advertised it would not close until Oct. 10. Was a 40-week trip from and back to the Coast.

Los Angeles wanted actors for pictures. Coming along so strong there were not enough players. Different now.

Lewis Stone quit stock for pictures, going into a Nielan production. Still in.

Screen Advertisers Ass'n preparing a drive to sell screen ads to commercials. Made a special reel to be shown Associated Advertising Clubs of the World, in convention.

Producers went on record as opposed to renting ples to drama houses during the Equity strike.

Managers decided to enter a defense in the Federal Trade Commission investigation, recently held. VARIETY, only other defendant declined to enter.

Lew Cantor, Chi agent, took 12 pages to advertise all his acts were working. Advertising then. It would be news today.

Equity strike had cut Broadway shows down to eight. Little business for these. Helped picture houses some. But the ticket brokers were fast.

Ziegfeld 'Follies' closed by the strike, but not all walked. Those who stuck were still under salary, though not playing.

English vaude acts asking prohibitive salaries. Under the impression that show biz was booming and wanted their shares. Few bookings.

Billy Minsky was paying his chorus girls \$20 a week at his National Winter garden. Hard to get, even though it meant a full season in one house.

Film shippers were warned to be ready with the new shipping cases by Sept. 20. Specifications drawn by the Bureau of Explosives.

Slime wrote one of his infrequent editorials on the Equity strike. Ended with the suggestion that managers use common sense instead of press departments.

Marie Dressler rustling funds for the Chorus Equity. She was largely responsible for its formation and put it on its own feet.

50 Years Ago

(From Clipper)

Bird trainer lost his star performer through an odd accident. A stage hand stepped on it.

Austrian hustler had just cleaned up with a nose show. Prizes for the most unique beaks. Top money went to a Viennese nose of a violet blue tint and Cyranose proportions.

Evans and Hovey were readying 'A Parlor Match', re-written by Charles Hoyt from their minstrel book-agent sketch. Lasted them for years.

John McQuirk, song and dance man, played in a ball game in Dover, N. H. Put over a double play, turned a somersault and broke his kneecap. Put him out of the s and d. contingent for keeps.

New Orleans working on a World's Fair for December. To (Continued on page 50)

Inside Stuff—Pictures

Opinion within the trade is that the friendly tone of the Archbishop McNicholas letter to Will Hays was probably induced by the conciliatory attitude adopted by film men during the church's screen drive.

Motion picture producers stocked up with large reserves of silver must prove to the government they are not engaged in silver speculation before they can withhold their stocks.

Although no final decision has been made, Treasury Department indicated that recent nationalization order will require all labs to turn in their reserves in excess of 500 fine ounces or acquire a government license authorizing withholding of larger amounts.

Regulations stipulate that not more than 500 ounces may be held for legitimate professional, industrial, or artistic purposes, figure including sweepings and cuttings as well as refined metal. Reports must be filed by Sept. 15, giving complete information about holdings, and similar reports must be submitted within 45 days after acquisition or disposition of amounts held on Aug. 9. Reports must show all stocks above 50 ounces of scraps and sweepings, regulations stipulate.

Excess amounts, unless exempted under special licenses, must be turned in by Nov. 7, delivery being made to U. S. mints in lots of not less than 24,000 ounces. Government will pay \$6.0105 cents per fine ounce and will bear necessary costs actually incurred in making delivery.

Applications for licenses must be made by Sept. 15.

American companies are making no comment about the Gaumont-British expansion here. G-B has been distributing its film in the U. S. on its own, for some years, and also through American distributors. There is nothing to stop G-B expansion of its facilities for distributing or for initiating its own production in the U. S. There are no quota laws to hinder such attempts. None have been asked for. The trade viewpoint generally is that Gaumont-British is welcome.

Gaumont-British, previously, had interested different American firms in handling two or three G-B pictures each. What remained company distributed on its own. It now, however, feels this arrangement isn't sufficient.

In any Gaumont-British venture on this side of the Atlantic, Fox could have much to say. That's owing to Fox Film's big financial interest in Gaumont-British.

Open indication how reorganization plans and deals are delayed because those who oppose them do not comprehend what they are objecting to, was made recently in the Paramount situation at a hearing before Special Master Joyce. Counsel for Walter Reade squawked against the proposed reorganization plan, engineered by S. A. Lynch and Par trustees, for the Goldstein circuit (New England) and the repurchase of the Marcus interest in Salt Lake Public houses. Later Reade's counsel told the Court he was mistaken in his objections.

Lynch had threatened to go to Court and reveal the futility of the complaint. Counsel, after conferring with Lynch, said he now understood the deals and believed them advantageous to Paramount.

'Cleopatra' forgot to wear her purity emblem at the opening show last Thursday night and many film people in the invited audience of Paramount theatre, New York including Vincent Hart, the eastern Joe Brown, noticed it. The next morning Hart lost no time. When Par publicists were at first at a loss for an explanation Hart visualized a court martial and Paramount paying the first penalty for disobeying Hays.

Explanation was the opening night and in the bustle Paramount just forgot. Picture has its okay certificate.

A Hollywood producer took his wife to Europe recently where she did much shopping for antique furniture. On her return to the Coast she bragged to her friends of her purchases. When the stuff finally arrived in Los Angeles customs inspector took a look at the furniture and made an appraisal, much less than what the producer's wife believed it should be. The wife questioned him and he replied, 'Well, we're saving you money. You're just another American who went wrong on relics.'

Major production activity in the east and west and a comparison heretofore unobtainable except by devious checking is now afforded at a glance. The serial numbers placed on pictures by Hays codists provides ready answers. Up until last Thursday night the east had clocked off 53 subjects while Hollywood had reached just under 170. A cipher prefaced all eastern figures to afford differentiation. Bulk of productions in east are shorts and foreign-made.

Harry Arthur is probably the biggest independent buyer of Columbia pictures. He has purchased the entire Columbia program for the Fanchon & Marco operated houses in Salt Lake, St. Louis, Frisco, other California spots, and Arizona.

Included in this buy are eight Columbia pictures slated for showing at the Paramount, Los Angeles. Likely that Columbia pictures will also go into the Roxy, New York.

Air trip to the Coast by Eddie Mannix and Edgar Selwyn was interrupted when their chartered single-motored plane came down in an Ohio field 60 miles east of Columbus. Pair hired a car and drove to that city.

While the plane was hauled to level ground by a tractor, pilot setting it down in Columbus before the picture execs reached there. They again took to the air in same plane and completed the journey.

Pint-sized Hollywood agent, snubbing with a fellow 10 percent over who should get credit for placing a writer in a studio, threatened to punch the big guy in the nose. Challenger weighed 110, while the other goes 180.

And writer is afraid somebody will get hurt, and has offered to pay commissions to both.

Metro has refused to purchase a one-reel made in Stockholm showing Greta Garbo in scenes assertedly made when she was a model. Leonard Clairmont, newspaperman and owner of the reel, is negotiating with a foreign distrib to release the picture in Europe.

Two-color ads in the New York Daily Mirror and odd-shaped copy in the other metropolitan dailies highlighted the \$31,000 advance campaign by Lord & Thomas on behalf of Par's 'Cleopatra' for the Broadway Paramount premiere.

Columbia Pictures' ad account remains with the Blom agency, Lord & Thomas merely handling this film firm's campaign on 'One Night of Love' in connection with its Radio City Music Hall opening Sept. 6. L&T agency figures in the M. H. engagement because of its national campaign placements on behalf of RKO and also the Hall.

Gifford Cochran, of Cochran & Krinsky, legit and film producers, was left about \$1,399,000 under the will of his father, Gifford A. Cochran, who died in 1930. Provisions of the will were announced last week with clearing of the estate. Cochran getting two-fifths of the residuary and estate. Sirko Cochran was president of the Alexander Smith & Sons Carpet Co., which covers the floors of most theatres in the U. S.

Following adoption of stringent censorship regulations against far

Inside Stuff—Radio

Toronto union ruling threatened collapse of a benefit program when Walter Murdoch, president of the Musicians' Protective Association, refused to allow certain Canadian Radio Commission artists to appear during an ether appeal for funds to send under-privileged children to summer camps. Program was sponsored by Toronto 'Daily Star'.

Presumably a sequel to the recent strike in which 5,000 union musicians across Canada boycotted the commission for three weeks because of union-scale cuts, Murdoch forbade Geoffrey Waddington, CRC orchestra leader and program arranger, and Rupert Lucas, manager of CKNC, the commission's outlet for commercials, to appear with the local celebrities. Upshot was the walkout from the benefit broadcast of Stanley Maxted, regional director of the commission; Percy Faith, CRC arranger; and Billie Bell, blues singer on the CRC payroll. All sent cheques, however, to the fresh air fund of the 'Star'.

During the recent strike, directed by Murdoch, certain artists deserted the union and announced their preference to stay on the commission payroll. Some of them returned to the protective fold the day after they had announced their resignations. Bitterness left behind after the strike was over is blamed for the situation.

Unusual proviso figure in the Casa Loma orchestra's commercial for Camel starting in October. One was the sponsor's original insistence that in exchange for lifting Casa Loma's salary of last year from \$2,780 to \$5,000, the band refrain from any unsustainings. To this, Ed Doran, who has the band under contract for the current engagement at Glen Island Casino (N. Y.) and who brings the combo into the Colonnades room of the Essex House on Oct. 18, objected.

Doran stated that a radio pickup of Glen Grey and his Casa Lomaites is an asset to his hitery venture. Whereupon Camel compromised by deducting \$500 from the originally agreed \$5,000 stipend, which made the \$4,500 figure okay all around, until Casa Loma countered with a proposal that the talent on the new Camel show must be subject to its (the band's) approval.

Reason for this was set forth as dating back to a previous commercial when the band, then struggling for recognition, concluded that some of its associate talent was handicapping, and felt that this personal opinion was substantiated by radio observation. As to this phase, Camel and Casa are still up in the air.

N. Y. Times went big for some publicity on which Dick Himber dragged Vallee, Whitman, Lyman and Lombardo in as a committee of five, formed allegedly to preserve the cleanliness of the ether. Idea is a self-censorship of songs, especially as to lyric contents, a self-preservator which both major networks utilize, anyway. Chain rulings against the 'm-n' portions of 'Paradise' (which had to be revamped for home radio consumption); the switch to 'Love Your Neighbor'; the tabu on 'Remember My Forgotten Man', 'Hold Your Man', et al. are some instances.

However, Himber et al. printed up stationery, etc. for the Committee of Five to Preserve the Cleanliness of the Radio, and in that wise impressed. The follow-up story was the convincer in the form of statements from Royal of NBC and Storor of WMCA endorsing the idea; CBS refused to make any statement.

South African regulations affecting radio acts in automobiles is causing some discontent and confusion with owners of cars. Regulations say that a licensee can use a set in his private car, in addition to his home set, providing the car outfit is not permanently fixed or built in, and that his license is endorsed to cover such by the postmaster in his district. Should the set be permanently fixed or built in, a separate license is necessary.

Tradesmen and owners of cars are raising several points against the regulations. Content that majority of American made cars have aerials built in the roof, and brackets fixed for holding the sets, but British cars do not carry as standard equipment the necessary details for radio sets. The South African postmaster-general has been requested to give a ruling on the points raised. Pending his decision, the new regulations will not be enforced.

There's a movement on among leaders of the National Association of Broadcasters to induce M. H. Aycworth to accept the presidency of this organization. Coterie responsible for the idea of replacing Alfred McCosker, present incumbent, is confident that sentiment in its favor can be stirred within the ranks of the indie station operators.

From a spokesman of the insurgent group in the NAB comes the prediction that the election of any network figure as head of the organization would be followed by a breakdown in membership, with many small station men quitting to form their own trade association.

'Lefty and Lucky', presented by Allen Wood and Charles Lawrence over WOR for some time, is being shelved. Although getting some favorable comment, script appears to be another victim to the radio dictum that serials with only one whack at the public weekly never attract sponsorship.

Broadcasting generally believes that less than three installments a week is a handicap unless the program begins under sponsorship. 'Lefty and Lucky' has been sustaining on Monday nights.

Harry Hershfield is no longer spelling a straight 15 minutes for Hearn's liquor department over WOR.

Peck agency has broken up the show with intermittent interruptions employing the services of three different announcers. This limits Hershfield to about nine minutes of gab.

magazine writers, major studio publicity heads, at a meeting with western editors of the mags, tamed down the clause which would have compelled writers to submit copy before publication.

In return the western editors of the mags signed a pledge to keep clear of yarns which could be construed as false or salacious.

If a young film actress had reached for a smoke instead of a fountain pen she would have saved herself a lot of grief and no little currency.

Believing she should get an agent after her first screen break, girl went not to one agent but nine. Came a week's work with an indie outfit at \$15 and now all the agents are demanding their bit.

Producer, with one bad ear, offered to toss a coin to see which of two actors would get a minor part in a picture. As he threw the coin, both players cried 'Heads', and that's what it showed.

Turning to one player, the producer said 'You get the job'. The other actor had been on the producer's deaf side.

Price which London Films (associate company of United Artists) is slated to have paid for 'Old Folks at Home' which H. B. Franklin and Arch Selwyn plan starting on Broadway this fall is \$45,000. This film price is shared with C. B. Cochran, London Showman, who retains two-thirds of the film rights.

Proposed that RKO repeats Walter Rente's Mayfair, on Broadway, appears odd. Three weeks ago it looked all set.

Younger Group in Equity Aver Cut-Rate Managers Are Casting According to Jr. or Sr. Rating

Younger group in Equity has a new light on its hands, although not officially as yet. Group wants to do away with distinction in the ranks between junior and senior actor ratings.

Under the current setup actors are junior Equity members for some time before graduating into the senior ranks. It used to be a manner of distinguishing an experience more than anything, but it is class distinction, the youngsters claim, and is unfair to acting ranks as a whole.

Trouble comes via the legit code which makes a wage distinction between the two classes, minimum for junior members being less than that for seniors. Radical wing of Equity feels that this is unfair and establishes an out for producers who want to get as much as possible for as little as possible. Claim is made that several producers now casting shows on Broadway have approached prospective actors with the question of whether they were juniors or seniors. If juniors, meaning cheaper pay, they got jobs, and otherwise they were passed up.

Legit code does not have any clause in it specifying the necessity of two grades of actors, so idea seems to be that if Equity on its own does away with the ranking distinctions, making all members automatically senior members, the difficulty would be obviated.

There is liable to be trouble on the issue, however, since older members of Equity still feel that incoming members ought to be on a lower level or standing for a period of time, whether it means lesser salaries or no matter what it means.

NO COMPLAINT AGAINST RIDGES WITH EQUITY

There were no charges at Equity against Stanley Ridges early this week, despite reports, following his defection in refusing to go on with the try-out of 'Dark Victory,' at Ivoryton, Conn., recently. Alexander McKail, the presenter, merely reported the matter and did not reply to Equity's query whether his letter was to be regarded as a formal complaint.

Katharine Cornell was slated to play the lead, but it is understood she decided otherwise. Ridges thereupon walked, he contending he had the same right to change his mind.

If that situation be correct, it was stated by Equity that charges against only one player would hardly hold up.

Stage Hands Too Costly, Galloway Stock Folds

Pittsfield, Mass., Aug. 20. Louise Galloway closed her summer stock company at the Colonial theatre Saturday (11) after a season of only six weeks. Closing followed by a week Miss Galloway's discharge of seven stagehands. They had been paid a total of \$292.50 per week.

Miss Galloway said if she could keep the theatre at a fair rental without the stagehands she would be able to continue the company. She also charged, prior to the closing, that the stage employees had threatened to call a sympathy strike in the Capitol and Palace, which are controlled by M. & P. Theatres, also having the Colonial. She said she believed this threat would cause M. & P. to refuse to continue to rent the Colonial to her.

Prior to taking over the house on a rental she had been on a percentage basis with M. & P.

Chic Sale East

Hollywood, Aug. 20. Chic Sale pulls out for New York the end of this week, and is slated to start rehearsals in 'The Elephant's Shepherd,' new play designed for Broadway opening late in September.

Sale completed a Metro short, 'Windy,' last week to clean up his picture commitments.

No Cleveland Legit As Ohio Shuttles

Cleveland, Aug. 20. Town has again become legitless. Robert McLaughlin closed his stock at the Ohio, with Violet Homing in 'There's Always Juliet' as last production.

Venture was backed by Charles Briggs, Cleveland physician and father of Jean Briggs, Broadway actress. Season lasted 15 weeks but weather was too hot and not much biz.

McLaughlin is reported to have dug up another angel and is leaving for New York to organize another company for the fall season. Possibility he may move into the Hanna town's other legit house, formerly occupied by Sol Heller's troupe.

Heller, incidentally, is plotting to revive his spring production of 'She Loves Me Not' and send it on tour with a double stage.

Play Under Option Ends Big Season at Berkshire Playhouse

Stockbridge, Mass., Aug. 20. Ina Claire packed them in at the Berkshire Playhouse here with her last season's Theatre Guild vehicle, 'Biography.' Engagement broke all records in seven years' history of this handsome rural theatre, designed by Stanford White. Capacity houses at all performances led F. Cowles Strickland, managing director, to arrange special Saturday matinee. Extra show was not announced until Friday morning, but did well.

Current bill, 'As You Like It,' is ambitious undertaking for summer stock, but Vera Allen and Pedro de Cordoba, latter specially imported, knew the leading roles, and Richard Hale, also of the permanent summer company, was turned loose on some Shakespearean songs. He used to be a concert singer before he went on the stage. Strickland also rang in dancers from Ted Shawn's school, near here, and used some students from his own dramatic school.

Season ends with tryout of new play, 'Fly Away Home,' by Dorothy Bennett and Irving White, writers now on Coast. Thoron Bamberger has Broadway option and plans to bring it to Times Square if tryout clicks. Donald Brian has lead, with Miss Allen, Hale and several other members of permanent company being used. Play calls for half a dozen youngsters from thirteen to twenty, and Bamberger found these in New York and brought them up here last week to rehearse.

Equity Issues Three New Agency Permits

Equity agency permits were granted last week to Curtis & Allen, Lew Irwin and John Schultz.

First to be issued in about a year, the new permits increase the number of legit franchise holders to 43.

Moeller Quits Coast

Hollywood, Aug. 20. Philip Moeller, finishing the direction of the prelog of Radio's 'Age of Innocence' this week, returns to New York, Saturday (25). He returns to the Theatre Guild.

STEWART WITH BERTRAM

Charlotte, N. C., Aug. 20. Robert Stewart has been engaged by Bert Bertram Players, local stock company. He will act as leading man of the troupe.

Prior to his current engagement he acted in same capacity for C. D. Peruchi, and has appeared in stock at Atlanta, Knoxville and Nashville. During the past winter he played with the St. Petersburg, Fla., Art Theatre.

Shows in Rehearsal

'A Ship Comes In' (Richard Herndon), Vanderbilt.
'Too Many Boats' (W. A. Brady, Jr.), Playhouse.
'Follies' (road) (Shubert), 44th Street, Imperial.
'Judgment Day' (Elmer Rice), Boland.
'Lady Jane' (Arch Selwyn, H. B. Franklin, A. Hopkins), Plymouth.
'Tight Bitches' (Avon), Laurence Rivers.
'No More Ladies' (Shubert), Morosco.
'Strangers at Home' (Tourists Accommodated) (M. S. Schlossinger), Longacre.
'Red Cat' (A. H. Woods), Broadhurst.
'Errant Lady' (Harry Albert), Fulton.

FIXING 'SALUTA' AFTER A.C. FLOP

After five days in Atlantic City, 'Saluta' is back in rehearsal currently for revision at the Little, New York. It goes out again next week, reopening Monday (27) in New Haven or Boston, preparatory to coming into the Imperial, N. Y. Sept. 4.

When jerked prematurely in A.C., the musical was badly in need of repairs. Two cast changes have been made, with Lester Lane and Dudley Clements replacing Dorothy Chapman and John Denamore, respectively. Eugene Conrad and Frank Merlino are working on the book. Balance of cast, topped by Milton Berle, remains as is.

'Saluta' is the maiden production effort of Arthur Lipper, Jr., former stock broker, who heretofore has been an angel only. He's producing under the R. A. Reppel tag.

G. V. EXPLOSION CAUSES LOSS, HURTS LOU SOBEL

That Sheridan Sq. apartment explosion in Greenwich Village which almost wrecked the building, killed the woman renting and injured 15, including Louis Sobol, N. Y. Journal's Broadway columnist, also took heavy financial value. Since that's only covered by fire and theft insurance and not by a specific explosion insurance (for which policies are written, but who gets 'em?) his sole legal redress now is against the building company.

Sobol's three wrist-watches, a diamond ring and some of Mrs. Sobol's personal jewelry are missing. Mrs. Sobol, away for a holiday, had most of her personal effects with her.

The columnist, Dr. Leo Michel and Lee Chumley, Village cafe man, are now vacationing at the latter's Adirondacks lodge where Sobol is recuperating.

Clayton Stock Folds

Watertown, N. Y., Aug. 20. Transferring its shows from the Clayton Opera House to a Watertown school didn't help the b. o. and as a result the Summer Civic Playhouse group folded Tuesday night (14).

Last season was a much better one financially for Kent S. McKinley in his attempt to establish a summer theatre in northern New York. Presented last year at Clayton, the plays were well patronized and the company broke about even. This year, however, immediately at the start business was bad and continued that way.

Inside Stuff—Legit

In the organization of two local groups to sponsor spoken drama seasons which they themselves are arranging, the Minneapolis Star foresees the time when 'inland cities can tell Broadway they can get along very well without it.' Commenting editorially on the development, it also expresses the opinion that the moves 'may act as a hypodermic to wake up the unconscious road show theatre, whose entrepreneurs some day will realize there's gold in them sticks and a ready-made paying audience for the good plays the sticks aren't getting.'

One of the two Minneapolis groups will start its six-week subscription season at the Shubert theatre there Oct. 23 with Broadway recruited casts presenting New York hits of recent seasons never seen here. Other group will offer classical dramas, for the most part, with Broadway guest stars augmenting local casts.

'Die-hard devotees of the flesh-and-blood theatre find a bright ray of hope in recent announcements of two dramatic seasons sponsored by Albert Killeen and the other by Richard Carlson, the newspaper says.'

'In cities where it functions at all, the legitimate drama appears to have reached the autonomous stage of development. If these cities want more than the starvation diet prescribed by eastern producers, they'll have to depend on the enterprise, capital and taste of theatre-minded people in their own communities.'

Alexander Clark, leading man and son of a famous musical comedy comedian of another day, has played every week this summer in at least six New England and New York summer stands, but has lost weight making the jumps.

This week, while playing the lead in 'The Ghost Train' at Mount Kisco, he has been rehearsing the Lunt role for the performance of 'Design for Living' which opens Monday (20th) at Stony Creek, Conn., 80 miles away.

Clark drives across country from Mount Kisco to South Norwalk and takes a train for New Haven. An auto meets him in that city and drives him along 15 miles of winding shore road to Stony Creek, near the mouth of the Connecticut river.

Rockbridge Theatres at Carmel, just over the N. Y. line, is the only stand offering both indoor and outdoor productions this summer. Last week more than 2,000 people attended an open air performance of 'Rip Van Winkle' with Mr. and Mrs. Coburn in the leading parts.

Slope in the eastern branch of the Catskills was an effective setting and the natural stage, overgrown with planting, provided a production of more than customary authenticity.

During the rest of the week company offered 'Laff That Off' in the adjoining playhouse. Company beside the Coburns includes Paul McGrath, Lulu Mae Hubbard, Alene McDermott, Donna Earl, Clifford Dunston, Susan Hall and Warren Parker. Gordon Davis is the director.

Although unemployment among stage hands has been heavy the past several seasons, one union claims 100% of its membership is working this summer. It is local 479 at So. Norwalk, Conn. Summer theatres account for continuous work of the 20 deckhands on the list.

Local men are spotted in the two Paramount and two Warner houses within its jurisdiction, which takes in Westport's Country Playhouse and Evans' Greek theatre in the woods. At times the Bridgeport local has been called upon to furnish additional men required.

'49 Dogs in the Meathouse,' aimed for the Fulton, N. Y., by Frank Merlino, and suddenly withdrawn, may yet be a fall entrant. Merlino's backers, engaged in international trade, advised him that because of the rate of exchange they were not prepared to put up the coin required for several productions. Manager, however, says his production activities are only temporarily postponed.

'Meathouse' cast has no salary claims, rehearsals not having started and no contracts having been issued.

Eva Le Gallienne's arrangement with Frankwyn (Harold B. Franklin and Arch Selwyn) governing the actress' employment with that outfit as director and player calls for a minimum guaranty of \$500 weekly against 10% of the gross. Her first show for Frankwyn will be 'Allegro,' The Shuberts also are in on it through certain contract rights to Miss Le Gallienne's stage performances. Staging costs are to be equally divided between Frankwyn and the Shuberts.

Julius (Blutch) Stone, manager of the Forrest, is interested in 'That Certain Business,' which Jack Livingston will present at the Barrymore, N. Y., next Tuesday (28). Show is backed by a group of eight, more or less interested in show business, and each putting up \$500. The four b. r. appears ample and show can operate with modest grosses.

'Business' is showing at Jackson Heights this week. Forrest relights Thursday (23) with 'Keep Moving.'

'Pie in the Sky' tried out at Provincetown, Mass., was authored by George Holland, former legit press agent, who has been columnizing and editing a Boston tabloid for several years. 'Pie' is a comedy and Margaret Hewes presents.

THREE IN ADVANCE

'Pastures' Sending Out Record Ballyhoo Crew

'The Green Pastures' tour will have three men in advance of the coming season's tour. Frank Brannum, currently with the Ringling-Barnum and Loew's circus, will be on week ahead. Gregory Kelley, formerly g.p.a. for the Hagenbeck-Wallace outfit, will be two weeks ahead, while Willie Schneider will be three weeks in advance, arranging railroad and scales.

Definite starting date is Sept. 28 at Norfolk, with the New York return date set for Feb. 26 at the Mansfield, where the show originally played.

Engagements

Forrest Huff, 'The Mikado,' Elizabeth Patterson, Francesca Bruning, Richard Worth, Owen Davis, Jr., 'Spring Freshet,' Jessie Royce Landis, 'Merrily We Roll Along,' Spring Byington, 'Villa at Canaan,' Frances Lister, 'The Red Cat,' Austin Duncan, 'A Ship Comes In,' Al and Lee Reiser, 'Champagne Cocktail,' Fred Stone, Carol Stone, Jay Hawker.

ANDERSON IN 'DIVIDED' BY TWO SCRIBE WIVES

Pittsburgh, Aug. 20. Judith Anderson, here last week as Civic Playhouse's guest star in premiere of Alfred I. Golden's 'Female of the Species,' has been signed by Guthrie McClintic to star on Broadway this season in 'Divided by Three.' Play is a first collaboration effort of Mrs. George S. Kaufman and Mrs. Ralph Pulitzer.

Following last performance at Playhouse Saturday night, Miss Anderson pulled out for Albany to guest-star in 'Shining Hour.' After that comes another week in Syracuse in same play. Then she returns to New York to begin rehearsals on the McClintic production.

Current Road Shows

WEEK OF AUG. 20

'Fresh Fields,' Blackstone, Cht. 'Journeys' End,' Playhouse, Hollywood.
'Life Begins at 8:40,' Shubert, Boston, Aug. 20-21.
'That Certain Business,' Boulevard, Jackson Heights, N. Y.
'The Shining Hour,' El Capitan, Los Angeles.

CHANGES IN LEGIT CODE

Arrearage Amend. Defeat Seen by Equity's Elders

Final status of the proposed arrearage amendment to Equity's constitution, which was put before Equity's entire paid up membership by referendum, will be determined today (21), when the votes will be counted. Younger group in Equity favored the amendment, which would permit members not paid up in dues to vote at meetings, provided the arrears do not extend for more than one year.

Feeling among the group is that the proposal will be defeated. Letter sent by the elder faction advised 'all good members' to vote against the amendment. It is understood, because it opposes the principles of Equity. Idea is also regarded by the elder bunch as too radical a step.

Vote was a tie when the amendment was proposed at the June meeting, referendum resulting. It was claimed by officers that had more members been present at the annual session, proposal would have been decisively rejected.

Shubert-Freeman Plan 26-Week Subscription Season for Chi Stock

Chicago, Aug. 20.

Possibility of a 26-week Shubert subscription season looms locally following negotiations between the Shubert office and Charles K. Freeman, Chicago producer. Freeman established himself in this town in a big legit way last season with his own production of 'Girls in Uniform', which ran some 12 weeks.

Under the proposition, the Shuberts would turn over the Selwyn or the Harris to Freeman for his personal supervision. Freeman would produce six plays on a subscription basis, but have never been able to establish a subscription season in this town, but have never been able to establish a subscription season in this town, but have never been able to establish a subscription season in this town.

Shuberts have always been anxious to establish a subscription season in this town, but have never been able to establish a subscription season in this town, but have never been able to establish a subscription season in this town.

Should the Shubert season go through, as it appears it will, it will be in competition with the six-play subscription season of the American Theatre Society at the Erlanger.

Connolly to Stage

Hollywood, Aug. 20.

His Columbia contract allowing him time out every two years for legit, Walter Connolly leaves this week for New York to appear in a play.

It's a toss up between 'Laburnum Walk', which Gilbert Miller will produce, and a proposed play by Leslie Howard.

Auriol Lee Coming to U. S. to Stage 'Distaff'

John van Druten is in New York to watch production of his 'The Distaff Side', which Dwight Deere Wiman will put into rehearsal in about two weeks with a mostly imported cast. Auriol Lee is coming over from London to stage it.

Title may be changed for New York.

Laughter

A burn-up was turned into a laugh after interchanges between the office of Courtney Burr and Matty Zimmerman of Leblang's last week over tickets for 'Sailor Beware', Lyceum, N. Y. Agency helped out financially prior to the show's opening last fall, and more recently took it on the chin when guaranteeing the show against loss. When latter deal was called off, no more tickets were allotted Leblang's, but that was corrected when Zimmerman called up Dede Harris of the Burr staff and asked:

'Do you need any coin to pay off salaries?'

\$5,000 DEFICIT ON CENTRAL CITYFEST

Denver, Aug. 20.

Figures released by the Central Opera House Association show the guarantors will have to dig in their pockets for \$5,000 to make up the deficit. This is \$1,500 less than last year, and gives hope that the festival may soon be self-supporting.

No figures were announced as to gross, but estimates of \$26,000 are near correct. Backers claim it cost \$25,000 to stage 'Othello', but they're satisfied, claiming it would cost \$75,000 to do the same production in New York.

Last year Franz Lehar received \$1,500 royalty for the use of his 'Merry Widow', but with the use of 'Othello' no such expense was incurred.

Tourists bought more tickets this year, while sales to natives dropped, indicating the festival is getting heavy publicity outside the state.

'LITTLE JESSIE JAMES' NOW OKAY IN LONDON

London will finally see 'Little Jessie James', the Harlowe Thompson play, which was produced on Broadway at the Longacre in 1923. Following season it was to have been shown in England and was cast there, only to be called off when the Lord Chamberlain mixed it.

Censor revoked the ban recently and Archer is now in London arranging for the presentation. Back remains the same, but a new score will be used. Thompson is on the Coast.

LINDSAY TO RESCUE

Rushed to Boston to Jab Comedy Into '8:40'

After a second postponement 'Life Begins at 8:40' is definitely slated to bow into the Winter Garden, N. Y., next Monday (27), revue holding over in Boston until Wednesday (22). Balance of the week will see dress rehearsals at the Garden.

Howard Lindsay hustled to the Hub last week to work on the skits. He is expected to inject comedy, show said to be shy on laughs. Retention of Lindsay was insisted on by the book writers, who agreed to pay him \$500 weekly cut out of their share of the royalties. Skits and dialog were supplied by David Freedman and H. J. Phillips. George S. Kaufman is billed as collaborating author, but contributed only one sketch. John Murray Anderson was the original star.

LUFFY TAKES BATES

Sally Luff, with Saturday (21) for the first time, will play for the first time in London. Luff's 'Post' (Goodbye, Again) Ruth Morris set the deal.

DRASTIC DUCAT CONTROL PLAN

Salary and Hour Figures Are Changed—Arbitration Boards Created—Summer Theatre Exemption—Code Authority Is Changed

LABOR PROVISOS

Washington, Aug. 20.

Sweeping alterations in the proposed revision of the legitimate theatre code have been effected by the National Recovery Administration.

A drastic ticket control plan, frequent changes of salary and hour figures, absolute exemption of summer theatres, and creation of arbitration boards are outstanding features of the revision, which differs materially from both the existing code and the proposed new document taken up at public hearings four months ago.

Probably the most significant feature is the far-reaching ticket control method, which indirectly will also solve the vexing question of use of two-for-ones and the practice of rate-cutting. Scheme embodies features of all principal plans put forward by members of the industry and the government, and cloaks the code authority with much greater power than under either the original or proposed revision.

Salient points in the ticket provisions are:

1. All brokers must provide bond and obtain a non-assignable, revocable license.

2. All quotas must be "conspicuously marked" with the price, premium, and tax and in conformity with the Internal Revenue Laws.

3. Bonds shall be forfeited upon finding of contract violation by the code authority unless the decision is reversed within 15 days by the Federal Government.

4. Code authority may suspend or revoke agents' licenses and institute legal proceedings and may recommend further prosecution to the NRA.

Any asserted violator may have five days to appeal to the NRA.

5. The ticket restrictions shall not apply in any cities of less than 5,000,000 population. This limits the system to New York City.

6. The ban on participating in buys is continued.

Licenses

Issuance of licenses is conditional upon negotiation of contracts between agents and the code authority under which the broker agrees not to charge a premium in excess of 75c; to post conspicuously a price list; not to sell tickets not marked in accordance with Treasury regulations; to give upon demand a signed and dated receipt, not to give or receive commissions, gratuities, or bonuses; not to sell tickets of any industry member guilty of violating the ticket-control plan; to supply bond in any amount required by the code authority; and not to establish or maintain offices within 100 feet of any theatre without code authority permission.

Existing regulations requiring theatres to stamp tickets and reserve 25% of their seats for box-office sale are continued, while the code authority is granted complete powers to inspect books and records of all brokers.

Drastic regulation covering use of rate-cutting devices was written into the compact, despite the concerted opposition of stock operators who protested that they would be unable to continue in business unless they were permitted to continue two-for-ones and three-for-ones. This provision, one of the trade practice rules, specifies that no member shall employ any form of ticket or literature which on (Continued on page 49)

Code Authority Stymied on Labor Provisions of Revised Code; Ducat Clauses May Also Be Troublesome

Chowder Time

'Chowder Time' is the term applied by actors to the various rural summer spots, where engagements call for room and meals, but no coin. That goes even for some new show try-out, cast figuring such engagements as vacations. Transportation, however, is provided by the management.

NO STAGEHANDS, BOSTON FREE LEGIT OFF

Boston, Aug. 20.

All relief drama players for professional actors here closed Saturday (18) because of a lack of stage hands.

Red tape in providing proper work slips to grips who applied, and whose names have been approved as being needy, is cited as cause of shut down.

Unless the thing is ironed out, 99 actors and actresses who have been 'touring' the city in 'David Garrick' and 'The Jewish King Lear' will be out of jobs again.

BRADY, SR., AND FILMS; MAY HAVE OWN UNIT

William A. Brady may have his own production unit in one of the Hollywood studios during the coming winter, according to plans. His recent Coast visit convinced the veteran legit showman that there is a spot for him in the film field. He headed World Film in the silent era but only lately evinced interest in talkers as a producer.

Brady's present intent is to tentatively play his Playhouse, N. Y., as he is expected to 'The Many Faces', which Brady, Jr., will produce and direct, will fill the bill. Helen Flint came in from the Coast Friday to read this script and will probably enter the cast.

Grace George (Mrs. Brady) will accompany the elder Brady to Hollywood. It is proposed that she supervise and possibly appear in the screen version of 'Captain Brassbound's Conversion', or 'The Legend of Leonora.'

SCHWAB'S VOODOO PLAY

Only 4 White Parts in 'Dance,' Others Colored

Lawrence Schwab is readying a mixed cast drama, 'Dance with Your Gods', by Kenneth Perkins and 'Hide and Seek', withdrawn at last, is slated for rewriting and later presentation.

'Dance' is a voodoo play, set in New Orleans. It has four white players and 30 colored people, 10 of whom have speaking parts. Engaged are Don Smith, Charles Waldron, Pauline Moore, Gertrude Harvey and Rex Ingram. Play is due at the Manhattan, Oct. 1.

'FOLLIES' FOR FT. WAYNE

Fort Wayne, Ind., Aug. 20.

Early promise of legit entertainment as Shubert's abandonment of booking 'Ziegfeld Follies' for a fourth string. Date will either precede Chicago opening or be first in line after run in Windy City.

Legit Code Authority's session last Wednesday (15) to consider the revised code was incomplete, the document being lengthy, and several important features were not even touched on. Another session was held yesterday (20) but it was indicated that still another hurdle would be required before the code is returned to Deputy Administrator William P. Farnsworth at Washington for final signature.

CA can vote to disapprove any of the code's features as written following public hearings earlier in the summer, but cannot demand changes. That is strictly up to Washington, although it is presumed the consensus of opinion will not be ignored.

Wednesday's CA meeting came to a halt, it is understood, when the new labor clauses were about to be considered. Labor asked for an adjournment. As previously indicated, there will be a contest over the 'Industrial Trades Board' which provides for the arbitration of differences between unions and managers. Stage labor, with the exception of Equity, has refused to use arbitration and, although Equity leans with the CIO, it definitely refuses to disregard this principle which it has successfully used since the actors' strike in 1919.

New code provision on disputes is expected to lighten the stage hands' and musicians' objections to the arbitration method, since it provides for an appeal of decisions by the trades board to the CA and also the NRA.

Revised document includes a young board covering the control of tickets. It brings in the Department of Justice and the Department of Internal Revenue to aid in elimination of gyping.

System of control appears to be iron-bound, with enough checks to scare the average spec into holding to a 75c premium. Ticket representatives will be permitted to sit in while the CA considers the ticket provisions and the loudest squawks yet are anticipated at that time.

Ticket control as set forth applies only for legit attractions and only in New York. Opera tickets, tickets for fights and other sports events and other admission tickets outside the legit field are not included.

Winter Garden Goes Cabaret in October; 'Life' Will Move Then

'Life Begins at 8:40' will remain at the Winter Garden on Broadway until October, when the house switches to the new syndicate comprising Joe Moss of the Hollywood restaurant, Harry Kane, show station man, and several others for one of those Casino de l'Arce cabaret-theatre policies. Reason for the Shuberts' tenancy with their revue until October is that the house is equipped with a cooling plant.

Cabaret-theatre commences interior reconstruction for a mid-November premiere, at which time the 'Life' revue will move into another Shubert house. Show comes in next Monday (27) to Broadway.

Weatherley's 'Sunshine'

Hollywood, Aug. 20.

Tom Weatherley, in association with Dwight D. Winton, has taken 'The Golden Sunshine' for an early fall New York production. Stage party by Sam H. Beahm and Leo Lee. This native son and daughter of a stage production staff, and director of 'The Love Me Not' will ready the play.

There are flashes of brilliant writing in "Female of the Species" and Golden's knowledge of criminal psychology has been obtained firsthand since he's employed hereabouts at the Western Penitentiary. Golden's direction is more than adequate, indicating a future for this young Pittsburgher in the theatre.

Locals seemed to like it a lot, but it's doubtful for Broadway in 1934. *Colleen.*

Legit Code Changes

(Continued from page 47)

titles nations to cut prices "unless they throw away ticket or literature plainly states the amount of money required and the conditions under which the seats may be purchased."

This clause is strengthened by another trade practice regulation which is directed at generally misleading advertising and which stipulates that no member of the industry shall employ any variety of advertising "which is misleading or inaccurate in any material particular" or misrepresent "any services, policies or the nature or form of the business."

Arbitration

Despite the antagonistic stand of Equity, the I.A.T.S.E., and the musicians, the NRA carried through its determination to provide a means of adjusting differences over union rules by creating an arbitration committee which at the same time maintaining the original pledge to "work for a readjustment of any and all conditions or rules or regulations which prove either to result in prohibitive production costs or in any loss of employment."

Agreement provides for establishment of an industrial relations committee as an agency of the code authority, with equal representation for employers and employees and selection of an impartial chairman. The committee would act by majority vote, giving the balance of power to the chairman, who would be named by the Recovery Administrator upon failure of the two factions to agree on an acceptable individual. Committee would have authority to hear and determine complaints by employees or unions charging code violations and would have power to act in matters outside the code whenever issues are submitted by voluntary agreement of disputing parties. In the latter case the committee would be required to follow regulations prescribed by the government and its decision could be appealed within five days to the code authority and in another five-day period to the NRA.

This arrangement was regarded as the most practical means of meeting objections of both producers and unions, although there were doubts that the plan would solve various heated disputes over union contracts because of the requirement that matters not pertaining to code clauses be submitted to the arbitration body by mutual agreement of warring factions.

Method of composition of the code authority is changed in several minor particulars, but not effect in of relatively little significance. Complaints of producers that labor received too-heavy representation and of stock operators that New York producers were given too much power were thrust aside.

C.A. Components

Revised document stipulates that the C.A. shall include three representatives of the National Association of Legitimate Theatres, three of the League of New York Theatres, which was not covered in the original code, one from each of the five labor organizations—Actors' Equity, Chorus Equity, I.A.T.S.E., Musicians, Scenic Artists—and one for all other employees to be named by the NRA.

More explicit arrangements are made for providing temporary representation for stock operators and ticket brokers, while the Authors' League has been deprived of a code authority post. Two consumer members and one NRA representative would continue to sit in with the code authority.

Required to give up one regular C.A. seat, the National Dramatic Stock Association is given two votes in all matters pertaining to stock production, one member of the N.A.L.T. and one of the League of New York Theatres being required to step aside in these cases. Similarly, the National Theatre Ticket Distributors and the Theatre Ticket Brokers Association of New York would have two voices in code authority meetings at which ticket

matters come up for consideration. Numerous revisions of phraseology have been effected for the sake of clarity and more efficient administration, while a series of changes have been made in the employment clauses which have the general effect of upping wages but at the same time easing burdens during rehearsal periods.

Rehearsal Hours

One major change in the article on hours lifts the limit on rehearsal periods for dramatic productions during the week before presentation and after the first public performance and a second parallel change places limitations on rehearsals for musical productions. Equity has already put this clause into effect.

While maintaining the present 40-hour limit on stagehands and house employees, the new version lifts the maximum hour restriction on road crews. Work week for watchmen is upped from 48 to 56 hours, and the 40-hour general limit is expressly applied to clerical and office employees receiving less than \$35 weekly. The 32-hour limit on scenic artists is lifted from 48 to 56 hours and a new limit of 7 hours in one day is placed on ushers, ticket-takers, charwomen, attendants, and other employees not specifically covered.

Although hours and wages for stagehands were stipulated, however, the NRA clung to its 1933 decision to leave working conditions of musicians outside the scope of the code and merely provided in this connection that existing contracts shall govern. A similar clause was embodied in both the original and proposed revision, with qualification that the basic wage for musicians should be \$30 and the work week should not exceed 40 hours.

New wage figures boost the minimum salary of junior actors from the former flat \$25 figure to a graduated scale running from \$25 where the top admission is under \$3 to \$30 where the tariff is \$4. The chorus salary is boosted from \$30 to \$35 in the case of road companies; the minimum for managers is raised to \$40 for stock and managers from \$25 to \$40, and for stock treasurers from \$20 to \$30. Base rate for ushers, ticket-takers, scrubwomen, attendants, porters, and miscellaneous workers is boosted from 30c to 40c an hour. A minimum of \$2.25 an hour is fixed for scenic artists.

Stock Companies

Another change requires stock companies to employ six regular actors at \$40 and drops the population qualification which exempted cities of under 500,000. Code Authority had asked that the number be cut to four and the population feature retained.

Hold-back system would be abolished under the NRA draft, as was done in the case of the burlesque compact. The revision requires employers to pay all wages in lawful currency or by negotiable demand check and bars any deductions, insurance charges, fines, or other cuts except when voluntarily paid or required by state law. Withholding of wages is expressly forbidden and collection of direct or indirect rebates is banned.

Troublesome problem raised by summer companies was solved by specifying that "special resident summer companies" operating between June 15 and Sept. 15 in places of less than 30,000 which are not in direct competition with a commercial company shall be exempt. Code Authority had proposed that it be granted power to issue waivers in such cases, but in the revised draft the exemption is granted without restriction.

While granting an exception for summer companies and "amateur" theatres, the NRA declined to continue the waiver of wage and hour clauses for summer and winter try-out companies or to include "little" theatres in the list of enterprises outside the scope of the agreement. A revision in the definition of stock would permit presentation "for a limited time" of new plays and would drop the present proviso which restricts stock production to "plays therefore and previously produced."

Continuing the existing ban on child labor, the NRA has proposed a more stringent rule on employment of persons under 18 in occupations which are hazardous in nature or dangerous to health by requiring the Code Authority to submit within 90 days a list of

such dangerous and hazardous jobs.

Authorizing the Code Authority to raise funds for administrative purposes by assessment, the NRA has written definite regulations covering the extent of the powers to collect contributions and expend money. Pact permits the codists to incur reasonable obligations subject to NRA approval and to institute legal proceedings to collect assessments, but prohibits expenditure of any obligation in excess of budget estimates or inclusion in future budgets of deficiency items without government sanction.

Industry members who refuse to pay their assessments would be denied the right to select code authority members, display NRA insignia, or receive any code benefits.

'FIELDS' OVER \$7,500 IN CHI

Chicago, Aug. 20.

Loop legit situation gets a setback with the folding of "Milky Way" at the Cort on Saturday (18), after a meaningless five-week limp. Never got started, nor any money. House goes dark for the first time in more than a year, and will wait until Sept. 9, when Edith Talliferro comes in with "Honeycomb" under Wee & Leventhal.

"Fresh Fields" is the only straight legit show in town and is doing steady trade to pleasant profits at \$7,000 and better. With any weather break will stick around.

Gilbert and Sullivan revivals are going along with good prospects at the Studebaker. Finished two weeks of the "Mikado" and now into a weekly repertoire of "S. & S. Pieces." Running about \$6,000 at present pace.

Estimates for Last Week

"Fresh Fields," Blackstone (1,200; \$2.50) (7th week). Alone as the only straight legit in the loop. Hit over \$7,500 last week, excellent.

"Milky Way," Cort (1,000; \$2.20). Folded after five \$2,000 weeks. Wobled all the time. Cort dark until Sept.

Other Attractions

Gilbert and Sullivan revival, Studebaker. At \$2.50 top this revival attempt is catching in the loop. Has local chorus, which is helping at the box office.

Showboat "Dixiana"—"No Mother to Guide Her." Gives afternoon melodrama getting by on novelty.

EXTRA MATS GET 'END' \$7,000, 5TH WK., IN L.A.

Hollywood, Aug. 20.

Figuring to garner an extra \$500 to \$600, El Capitan is adding a fourth mat for this, fifth and final week of Jane Cowl in "The Shining Hour." The gives afternoon performances Sunday, Wednesday, Thursday and Saturday, aimed for the heavy femme play which this one has been drawing.

Estimates for Last Week

"Journey's End," Hollywood Playhouse (2d week) (D-1,152; \$1.65). Excellent production hasn't brought the response it was expected to get. Second week close at the \$2,000 mark, which just gets it by.

"The Shining Hour," El Capitan (4th week) (D-1,571; \$2.20). Hit a strong \$7,000 on fourth week, and is geared for that, or a few hundred better, on fifth and final stanza. Duffy brings in "Good-Bye Again" (26) with Conrad Nagel.

'THUMBS' FOR ST. JAMES

"Thumbs Up" will be the initial attraction at the St. James, N. Y., by Eddie Dowling, who has the house under lease. He will present and appear in the revue, also contributing material, along with Harold Atteridge. Score principally by James Hanley. Show is due in October.

MINTURN SHUTTERS

Milwaukee, Aug. 20.

After three weeks of operation, Harry Minturn has folded his summer-autumn stock company at the Davidson and the house is again dark.

Stock policy was a flop from the start, not grossing enough to cover stagehand costs.

la. Community Players

La. Theatre, La., Aug. 20. O. B. Congdon heads the Community Players as president, theater group to present and sponsor a real theatrical season with the advent of fall.

Unusual success has thus far marked activity of the organization

'Dodsworth' Resumes to Sell-out; One New Show on B'way; 'Cheer' to Tour

Although one show arrives this week to break the monotony of nearly two months without premieres on Broadway, next week will see the season of 1934-35 getting under way with at least three debuts and one resumed engagement.

New season begins slightly ahead of last year and, instead of starting from dead center, there are several current attractions which may hold over into autumn.

Not included in that group is "As Thousands Cheer," which is announced to take to the road Sept. 8, but due to return around Thanksgiving as an entirely new show. With only the same revue idea retained. It will then be called "More Cheers."

"Dodsworth," the dramatic stand-out of the winter, will be watched with some interest after laying off most of the summer. It resumed Monday (20) with cast intact to capacity at the Shubert. "No More Ladies" will repeat next week at the Morosco after being dark through the summer, but the cast will be new.

Number of shows in rehearsal is steadily increasing and by Saturday more than a dozen will be readying. Some may be added to the Light Labor Day week card, but tendency is for managers to duct the holiday going and aim for opening later in September.

In the meantime the summer show-shops continue to try out new plays, many of which would not ordinarily reach the boards. About one dozen are being shown in wide-of-acquainted points. That there will be more Broadway product from the sticks this summer than last is not certain. More definite is the fact that picture scouts have seen little material in the woods that Hollywood could use.

New shows listed for next week: "Life Begins at 8:40," Winter Garden (again postponed); "Kill That Story," Booth; "That Certain Business," Barrymore. This week's premiere is "Keep Moving," Forrest. "Salute" is off for repairs.

Estimates for Last Week

"Are You Decent," Ambassador (19th week) (C-1,166-\$3.30). Stays by virtue of minimum salaries; takings small from start, with

\$2,000 pace providing slender but steady profit.

"As Thousands Cheer," Music Box (47th week) (R-1,000-\$3.85). Going to road after two more weeks (Sept. 8); hopped up to \$18,000 last week; due back on Broadway in November; new version to be "More Cheers."

"Dodsworth," Shubert (13th week) (D-1,396-\$3.30). Resumed Monday after seven-week lay-off; claimed to have restarted to capacity house; advance sale during shutdown should carry show for some time.

"Keep Moving," Forrest (1st week) (R-1,051-\$3.30). Presented by Leo Singer; revue is first entrant of new season; after postponement opens Thurs (23).

"Life Begins at 8:40," Winter Garden (R-1,493-\$4.40). Postponed until next Monday (27).

"Sailor Beware," Lyceum (47th week) (C-923-\$3.30). Due for road soon; estimated around \$5,000, with cut rate principal support throughout summer.

"She Loves Me Not," 46th St. (44th week) (C-1,413-\$2.75). Profitable from first of month; takings of \$9,000 well above even-break mark. "Toloso Road," 48th St. (38th week) (D-956-\$3.30). Will continue as long as profitable; last week approximated \$8,000; almost as good as mid-season.

Additional Attractions
"The Drunkard," revival with free beer in former church, indefinite run.

'8:40' AROUND \$25,000, BOST.

Boston, Aug. 20.

"Life Begins at 8:40," continues for three days more at the Shubert before it is brought into New York.

Biz has been phenomenal; hitting a hair over estimated \$25,000 last week, end. The week before was around \$22,600, equally swell.

It's the only legit in town.

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1639 BROADWAY NEW YORK

Composer Sneers at Music Union, And All Madrid Houses May Close

Madrid, Aug. 8.
Minister of Interior is intervening in the dispute between Musicians' Union and Maestro Jacinto Guerrero which threatens to close all Madrid legit theatres and throw hundreds out of jobs. Controversy began when Guerrero, well-known local composer and musical show writer, allegedly made remarks attacking theatrical labor laws and unionization of musicians. It came into the news when the orchestra at the Coliseum theatre, operated by Guerrero, refused to play one of his compositions during an evening performance of the Harry Fleming stage unit.

Coliseum closed down for a week until Fleming could get together four scab pianists and a drummer. Federation of Theatrical Industries, controlling theatrical unions, then declared a boycott of Guerrero's compositions. Dramatic Authors' Society and the Lyric Writers' Society immediately tried to solve the dispute through friendly negotiations but failed. Two societies informed all theatres that in case musicians refused to play music written by Guerrero, such theatres will be prohibited from performing the works of national and foreign playwrights and music writers represented by the organizations.

In the face of this decision, theatres will have to find musicians who don't take orders from the union or they'll have to fold. Latina theatre, presenting a musical show with Guerrero tunes, shut down temporarily until it could put together a non-union band. Only casualty so far.

In view of the catastrophic effect boycott may have on theatrical industry, minister of interior intervened on the grounds haggling had advanced so far that it came under his jurisdiction, namely, that of controlling public order. Minister of labor will collaborate with him in effort to straighten out Guerrero's troubles.

Theatrical Managers' Society is also backing the composer and has requested all houses to use as many of his compositions as possible so that he can regain through royalties some of the heavy losses he suffered due to the temporary folding of the Coliseum.

MELBOURNE READYING FOR CENTENARY EXPO

Melbourne, July 26.
City of Melbourne is getting all but up on the Centenary approaches. Celebrations commence in October and will, according to officials, outdo the Chicago World's Fair.

King of England is sending his son, Prince Henry, to declare the 'doings' open, and his Royal Highness will be followed by an influx of almsmen, swimmers, speedsters, boxers, highbrowers, newspapermen, opera stars, film gamblers, actors and hot dog experts.

Melbourne, always regarded as a staid city, has waited one hundred years before setting out to make whoopee. Managements are getting set to give inhabitants the greatest feast of stage and screen entertainment.

Flemming's Unit

Madrid, Aug. 8.
Harry Fleming, fast-stepping colored dancer from the U. S., has organized a stage unit including Roseray and Capella, Williams Brothers, Tangerina, Celeste Grijó, Sope, Tony Trilany and Montferry, Michel de Albadin, and a chorus, which he'll take on a tour of Spain. Unit now playing the Coliseum, Madrid, and will move on to the provinces within a couple of weeks. Fleming keeps the show moving at a high speed from start to finish and the Coliseum is getting a big play, as a result.

MEXICAN STRIKES

Tent Actors Latest to Walk Out for More Coin

Mexico City, Aug. 17.
Open season for amusements strikes here.
Latest walkout is that of tent show thespians, tying up most such local entertainment centers.
Strikers want higher pay and bigger slice of receipts.
Talk around of jobless legit players scabbing.

Plays Abroad

REVUE D'AMOUR (THE LOVE REVUE)

London, Aug. 8.
New French revue in English produced by Anthony Nobile, assisted by Carl Tucker and Phyllis Limitt. Sketches and additional lyrics by Ronald Frankau and Monte Crook. Starring Ronald Frankau and featuring Rene Roberts, William Breach, Charles King, Andre and Curtis, Jack and Lora, Rena Ricardo, Monte Crook and Wilma Vane. Presented by the Prince of Wales Theatre Productions, Limited, at the Prince of Wales Theatre, Aug. 2.

Charles Clore has been operating this house for two years and has picked up a few wrinkles since he made his debut in show business. One thing he has learned, and not always to advantage, is to line up a cheap cast, headed by one personality. In this case it is Ronald Frankau.

Of all the names this house has starred since it assumed its grind leg revue policy, Frankau is the best. He is cleverer, more versatile and far more resourceful than any of his predecessors. But, unfortunately, he is lacking in support. About the best of the female contingent is Rene Roberts, who speaks lines very well.

While there is nothing outstanding in the way of comedy, one or two skits are worthy of mention. 'A Skit of the Future', where men are not, and neither are women, is well handled by Frankau and Roberts, with King and Vane in support. 'White Lies', a confession by school maidens why they went wrong, is a clever idea, although it could have been handled better. 'Three Little Pigs' is silly and poorly done. 'Barlow and Brown', credited to Frankau, is a bit of bluish subtlety.

Plenty of dancing throughout the show, with specialties by Andre and Curtis, couple of the old-time adagios, and Lucas and Dick, in the usual Condo routine. Show, as a whole, is up to the theatre's standard, which is not too high. Theatre has a stage following, who come to give the emcee, not overly dressed, the onceover. Should be in the money for eight weeks, and linger along for a further four, which is about the average run of a show here.

London dailies gave the show a rave.

ADMIRALS ALL

London, Aug. 7.
New comedy in three acts by Ian Hay and Stephen King-Hall, presented by Tom Miller at the Theatre, Aug. 7. Produced by Frank Collier.
Adolf Klotz.....Frederick Burdell
Sam Lorraine.....Henry Thomas
Gloria Gunn.....Laura La Plante
Chief Petty Officer.....Henry Thomas
Stephen Langham.....Dingle Aubrey Mather
Ping He.....Jack Hobbs
Mr. Stubbins.....Ernest Jay
Madeline Wilkinson.....Ursula Hirsch
Sam Stillybrass.....Dina Reardon
Captain Knox.....Clive Currie
Almiral W. Westerham.....Clive Currie
Ming Seng.....Mary Antony

Tom Miller realized a comfortable profit for years from the presentation of a series of amphibious farces at the Shaftesbury, and he now offers another from the same authorship and with a goodly portion of the redire cast which put over the picture, and she was warmly received by the customers, who were thoroughly taken in by her infectious smile.

Clive Currie was an excellent foil for her as an irascible British admiral. Considerably over a dozen more players acquitted themselves satisfactorily.

Main principals are Laura La Plante and Clive Currie. This is the film star's first stage appearance in London, and she was warmly received by the customers, who were thoroughly taken in by her infectious smile.

Clive Currie was an excellent foil for her as an irascible British admiral. Considerably over a dozen more players acquitted themselves satisfactorily.

Delany caused the agency to sign another actress and she lost the job.

New theatre in St. Louis was electrically lit. Two air lamps in the auditorium.

Josephine Baker in Offenbach Operetta on Paris Fall Schedule

HOFFMAN GALS BACK

Paris Date Over, Line Returning—S. A. Maybe Next

Paris, Aug. 11.
Gertrude Hoffman and her troupe are sailing for New York Wednesday (15). Bookings offered over here left gaps between engagements, and rather than tide the 13 girls between shows, Miss Hoffman decided to hop for America after the Casino closing.

Morris office is dickering for bookings in the United States, and a South American tour also is in the offing.

Aussie Radio Tax Cut; Pix, Legits May Benefit, Too

Sydney, July 26.
Federal government intends to grant concessions amounting to \$4,400,000, covering reductions in radio, telephone, primage, sales tax, and duty. Reported that radio fees will be reduced to around \$475,000 annually.

Government's decision does not take in amusement tax or film-slug reduction. It is thought that further pressure may be brought to bear to force some measure of relief for the amusement field.

Some months ago government narrowly averted defeat on the question of films tax reduction and some very hot remarks were made in respect to alleged American influence back of the film fight.

Trade here has known for some time that some politicians are very anxious to secure control of the Australian pic business. This became most apparent following on the recent film probe in New South Wales. However, it is thought that with an election looming politicians will leave film his alone for the time being.

AUSTRALIAN LEGIT BIZ CONTINUES O.K.

Sydney, July 26.
Legit still remains at a very high level and business is best over period of many, many years. 'White Horse Inn' closes a remarkable season this week in Sydney and will open the new His Majesty's in Melbourne.

'Wind and the Rain' opened last week for W-T and looks like developing into a moderate hit. Cast includes George Thirlwell, Jocelyn Howarth, Arundel Nixon and Pat Minchin. Production staged by Gregor McMahon.

'Collits' Inn' is building up bigger each week for F. W. Thring and is assured of a good run. This local show may be seen in London in the very near future.

'Fresh Fields' has enjoyed a good run in Melbourne and will go out on the road for W-T. Cyril Richards and Madge Elliott will open next week in 'The Gay Divorcee' under W-T management. 'Merry Malones' and 'Mother of Pearl' are doing well in Melbourne.

More Jinx

Mexico City, Aug. 17.
Jinx has returned to Mexico's hard luck circus, the Fernandez show.

Unlucky, that Jinxed it through the provinces had off during the last week of his stay here, but in final week, a fire engulfed a performance and he and his manager and an elephant badly injured an attack.

Paris, Aug. 11

Further plans for next season keep bobbing up. Benoit Leont-Deutch, who has the Nouveautés and the Saint Georges, is one of the few Parisian managers who will open with the same pieces, both successes, which he closed in the besting of the summer.

'Hortensia', a State's successful operetta, will reopen in September at the Nouveautés, and Leont-Deutch hopes to nurse the piece along to about 250 performances, which will be reached in December. He will follow with a Rio revue, titled 'Revue l'Empereur'.

Shorter, 'Providence' ('Out on Bail') will reopen the Saint Georges. This play has been bought for Broadway. It will be followed by a Jean Sarmant play, 'Le Discours des Prix' ('Commencement Address'), with Louvigny, Saturnin Fabre and Marguerite Valmont in the cast. Later in the season there will be a Jacques Deval comedy, written during his recent trip to America, and another by Denys Amiel, author of last year's success, 'L'Homme'.

Albert Willemetz at the Bouffes-Parisiens is getting ready for a season of operettas. He will open between September 10 and 15 with a Henri Duvernois show, music by Maurice Strakosky, titled 'Transat' ('Ocean Liner'). Film and 'Toulet' will make their operetta debut in this piece, with Simone Simon and Koval.

Later in the season Josephine Baker is booked to star at this house in a little known Offenbach operetta, 'The Creole'. This will go on as soon as Josephine finishes shooting 'Zon-Zon', her first talking film. 'The Creole' was played at the Bouffes years ago by Judie. Offenbach himself was the founder of this theatre.

Willemetz is working on two operettas, one, 'Messalina', in collaboration with Jacques Bousquet, music by Moretti, and the other, title not announced, with Mouze-Eon. Latter piece is for the Chatelet theatre, and cast will include tenor Andre Bauge, comic Bach, Lancret and Denys.

Among the new productions which will be sandwiched in with the classic and romantic pieces at the Comedie Francaise, are Jacques Bernard's 'Martine', Paul Claudel's 'The Hostage', Claude Roger Marx's 'Success', Jean Desbordes 'King of the Anlins', 'The Kreutzer Sonata' by the late Alfred Savoir and Noziere; 'Madame Quinze', by Jean Sarmant, a play about a favorite of Louis XV; 'The Smiling Mme. Beudet' by Andre Ohey and Denys-Amiel and 'There Were Two King's Sons' by Henri Gheon.

At the Odeon, director Paul Abram will put on Louis Verneuil's 'Pile ou Face' ('Head or Tail') early in the season, with Verneuil himself and Elvire Popesco heading the cast. Balcouet, if she is well enough, will then do the 'Jean of Arc' by Saint Georges de Boucheier. If she's still ill, one of the regular Odeon troupe will take the part. This is a large-scale spectacle play, and is evidence of Abram's ambition.

One of the rare modern plays written in verse is also on the Odeon bill for next season, 'Sister Anne', by Andre Dunas. Tristan Bernard's 'Jeanne Doré' ('Golden Jean') will be revived, with Suzanne Despres in the part formerly played by Sarah Bernhardt.

The Friends of the Odeon, American-backed group which annually gives the theatre new and elaborate sets and costumes for one play of its classical repertoire, this year will do its stuff for 'Iphigenie' or 'Athalie', both by Racine. Costumes of the time of Louis XIV would be used, and works of Mendelssohn would be adapted as incidental music.

Anzac 'Roberta'

Sydney, July 26

Roberta, Max Gordon's musical, with a Jerome Kern score, has been secured by Williamson-Tait, for early production here. It had also been reported previously for Australian rights of Coward's 'Conversation Piece'.

Contract Klein for Two Times

Contracts have been signed by Haskell-Travers, Inc., Los Angeles publishing house, with Julius Klein, of Universal, for the forthcoming publication of two of latter's books now in preparation.

On March 1 Haskell-Travers will publish "Uncle Sam Gets His Man," an account of the workings of the U. S. Intelligence Department in apprehending notorious lawbreakers. On May 1 "They Hanged Casement" will be published in London by this firm. It is a story based on the life of Roger Casement, Irish patriot. Both of these stories will be filmed by Universal.

Joseph Rook, Chicago newspaperman, has been engaged by the publishers to assist Klein with the research work. Klein just recently accepted the position as special assistant to Carl Laemmle, president of Universal. He is a product of Chicago's newspaper community, connected with the Herald and Examiner there in editorial capacities.

10th Anni for G. P.

Greenberg Publisher celebrates its 10th anniversary this month. Joe W. Greenberg, founder of the firm, is still president and Robert I. Warshaw is vice president and treasurer. Mrs. Greenberg is also actively associated with the firm, acting as art editor and also taking charge of manufacture.

Greenberg holds the record for the biggest single book sale to one store ever recorded. That was the sale of 50,000 copies of "Modern Cook Book" to R. H. Macy & Co.

First Novel on Air

Exceptional publicity coup for a book was made for Thomas Lennon's first novel, "The Laughing Journey" (Day). An episode from the book was sent out over NBC Sunday night (19), with Ann Harding and Lennon acting out the piece. Book will be published Thursday (23).

Broadcast was arranged through the fact that Lennon is scenario editor at Radio Pictures, the studio that employs Miss Harding. It's the first time a first novel has gotten that kind of pre-publication attention.

Scully Graduates

Sales figures on Frank Scully's two "Fun in Bed" books passed the 35,000 mark during the past week, taking Frank definitely out of the muck class. If his recent removal to Hollywood hasn't already done so.

Curious thing about the books is the fact that publication of "More Fun in Bed" as a follow-up on the first book didn't stop sales of the former but speeded them, so that even now the first volume is outselling the second one around the country.

Hemingway's Salvo

Ernest Hemingway has probably started a flurry among the newspaper bunch with his current yarn in Esquire titled "Defense of Dirty Words." In it he calls to task the writings of the late Ring Lardner and Bill McGeehan and takes a few shots at Westbrook Pegler, Heywood Brown and Alex Woolcott. Brown has already replied, with a daily column, with other outlets reported sizing but not yet heard from.

New Inside Staff

Inside Staff to re-appear as the title of a new mag, a bi-monthly. New publisher is Walter Rosette, with the mag's policy similar to that of its predecessor. The mag will give the purported inside on events of the period.

Rights to the title of Inside Staff understood to have been secured from Isidor Stroll, who was in on the old mag of that name. Present publisher had no connection with the first Inside Staff.

Dell Issuing Music Mag

Dell Publishing Co. is adding a fun mag on popular music to its list. Mag will include section devoted to the reproduction in toto of lyrics from recently released pop tunes.

George DeLoatch claims that he has made arrangement with several music publishers to reproduce both old and new verses from their catalogs.

Hanrahan's New Art Mag

John Hanrahan, who publishes a group of class mags, including Arts and Decoration and The Stage, getting out a new one called Creative Design. Unlike his other mags, which are monthlies, Creative Design will be a quarterly.

Policy of Creative Design will be somewhat after that of Arts and Decoration.

Best Sellers

Best Sellers for the week ending August 18, as reported by the American News Co.

Fiction
 'So Red the Rose' (\$2.50).....By Stark Young
 'Lamb in His Room' \$2.50.....By Caroline Miller
 'Anthony Adverse' (\$3).....By Hervey Allen
 'English Journey' (\$3).....By J. B. Priestley
 'T. Claudius' (\$3).....By Robert Graves
 'Holy Dendrick' (\$2.50).....By A. P. Herbert

Non-Fiction
 'Stars Fell on Alabama' (\$3).....By Carl Carner
 'While Rome Burns' (\$2.75).....By Alexander Woolcott
 '100,000 Guinea Pigs' (\$2).....By Arthur Kallet and J. Schlink
 'New Careers for Youth' (\$1.50).....By Walter R. Pittkin
 'Life Begins at Forty' (\$1.50).....By Walter R. Pittkin
 'Nijinsky' (\$3.75).....By Romola Nijinsky

A P.A. Goes Truthful

Although book publicity has on the whole become as exaggerated and as unfettered as film publicity, notably in the matter of book jacket blurbs and testimonials, there is an occasional throwback to the sedate and astute book biz that was:

Example was that group of British testimonials for Hugh P. McGraw's book, "Business Hours," released here in advance of the book's American publication. Among the testimonials was one by H. E. Bates, who, in the London Spectator, wrote of the novel: "Even more entertaining than Mr. Wodehouse."

Comment on that by Harriette Ashbrook, publicity director for Coward-McCann, which is publishing "Business Hours" here, was: "This is very flattering, but even we, the publishers, won't go this far. Wodehouse is Wodehouse, even if he does belong to a rival publisher."

S. & S. Sets Speed Record

New record in publishing is being set this week by Simon & Schuster with the publication today (21) of "The Coming American Boom" by Major L. B. Angus. S & S got a cablegram Wednesday (15) giving them the rights to the book and the distributor the finished books yesterday (Monday), less than a week later.

Book foretells an upward trend on the American front and is important because Angus, in his previous books, foretold the collapse of rubber, the rise of gold shares, the British boom and other important trends, having guessed 100% correctly on economic trends thus far.

World Tomorrow Finals

After a brief existence, The World Tomorrow is passing out. Mag's assets have been acquired by the Christian Century, published in Chicago. Only a few features will be retained and Kirby Page, who edited The World Tomorrow, goes to the Christian Century as a contributing editor.

"World Tomorrow devoted itself to social and political problems. Christian Century is an undenominational religious publication.

Guarantee Culbertson 500G

Contract signed last week by Ely Culbertson makes him the highest-priced author in the world. Contract is with the John C. Winston Publishing Co., which guarantees Culbertson royalties of \$500,000 for a new series of bridge books.

With one or two exceptions, Culbertson has hitherto done his own publishing. Bridge World Magazine is his own property, and under the imprint of the mag have been published most of his volumes on bridge.

More Competish for Film Fun

Embodied in Film Fun's adverse decision against Movie Humor, in which the Dell mag was refused an injunction against the latter on the charge of infringement, Tilsam Publishers getting out a similar mag, called Real Screen Fun.

Behind Tilsam Publishers are reputedly Frank Armer and Harry Donenfeld, who individually and jointly have strings of other periodicals. Editor of Real Screen Fun is F. M. Lippincott.

Women's Underwear Mag

Intimate Apparel, a new trade magazine devoted to women's undies, will bow in Sept. 1. Publication will be issued monthly.

Joseph Love, manufacturer of children's dresses and formerly in the trade publication field, heads the new project, which will be edited by Madeline Love, nee Kin. Herb Lippincott and Bill Smythe will handle the business end.

Newspaper Pubs' Plane Trip

Exceptional group of newspaper men were rounded up for a trip from Miami to Buenos Aires on the Brazilian Clipper, now super-transit plane. Passengers included Roy Howard, head of Scripps-Howard; William F. Brooks, assistant to general manager of the Associated Press; James H. Furey, vice-president of United Press; James G. Stalman, publisher Nashville Banner; Frank E. Gannett, head of Gannett chain; Edgar M. Swasey, vice president of American Weekly; M. C. Meigs, manager of Chicago American; Paul Patterson, publisher of Baltimore Sun; Aron G. Carter, publisher of Port Worth Star-Telegram; H. V. Jenkins, publisher of Savannah News and Times; Jerome Barnum, publisher of Syracuse Post-Standard; John Cowles, publisher of Des Moines Register and Tribune; J. N. Wheeler, general manager of North American Newspaper Alliance, and Edward G. Tomlinson of National Broadcasting Company.

NBC broadcast the events of the trip and arrival in Rio yesterday (20) to the U.S.

Hearst Gives Guests Speed

William Randolph Hearst has ordered two of the new Douglas planes to be used as transportation adjuncts to his ranch at St. Simeon, Calif. One Douglas will be available at the ranch at all times when the publisher is there, the other being on call at either San Francisco or Los Angeles.

New planes have a cruising speed of 200 miles per hour at an altitude of 8,000 feet, or more. Hearst figured he needs the speed transports to keep in touch with his interests and carry guests to and from the ranch. Formerly latter were supplied rail transportation, but a long motor drive followed arrival at destination by plane. Publisher now has one or two fast planes at the ranch.

Bass Moves to N.Y.

William T. Bass, Boston pub, has moved to New York where he has set himself up as the Private Press Publishers. Associated with him in an advisory capacity is Rudolph Field, who is sitting in on book selections.

Bass will issue reprints as well as new books. Has acquired from Knopf the reprint rights to "Sex in Man and Animals," and will put it on the presses soon in a cheaper edition. Bass also has a new book on Hitler for fall publication.

Arno, N. Y'er, Reconciled

Peter Arno states that since it was erroneously publicized that he and the New Yorker are tiffing, it's ten panning out better for him. In that other publication, and agencies, etc., which figured he was committed exclusively to that weekly, have since been soliciting him and he's gotten a number of commissions as a result.

Incidentally, Arno and the N.Y'er are all okay again after some minor spats.

Beth Brown's Next

Just before she headed for Hollywood last week to promote a new mag, Beth Brown closed with Coward-McCann for the publication of a "Lady Hobo." Book will be published in January.

Hollywood trek is with her maid and her dog, Hobo. Latter no relation to the book.

Romola Nijinsky Sails

Romola Nijinsky, author of "Nijinsky," is leaving London for Hollywood end of this month. After a look around she will voyage to China.

While in the Orient she expects to pick up material for a novel.

Book Reviews

Maugham's Short Stories

For more than two decades now Somerset Maugham has been writing, with most of his times getting major attention. Now, in a thick volume entitled "East and West" (Doubleday-Doran; \$3), he has collected 30 of his short stories which cover the period from 1919 to 1931.

It is a big book from several standpoints and will form a welcome addition to most libraries. Included in the book are a number of his best yarns, and the three stories by which theatre folks know him best, "Rain," "Alien Corn" and "The Letter." There is about this book, as about all Maugham books with the possible exception of "Of Human Bondage," a quality of exhibitionism. Occasionally, one becomes too conscious of the author and his obvious attempt to hide away, but throughout one cannot help realizing that Maugham is a modern master of language. He combines beauty of prose with strength and frequently, power.

There is a preface which Maugham wrote for the book in which he says some astonishing things, which is well worth reading, in contra-distinction from most prefaces.

O'Hara's 1st Novel Clicks

John O'Hara, when he was on the staff of the New York Herald Tribune, and in his pieces for the New Yorker, showed much promise because of his uncanny ability to handle dialogue. In his first novel, "Appointment in Sahara" (Harcourt-Drace; \$2.50), he carries that promise a great deal further.

"Appointment" is a book that will be well talked about and may sell fairly well. It is a synthetic book, but has indelible marks of importance. It is a portrait of the American scene as true and as authentic as seldom pictured.

Book tells the story of the dissolution of the married life and happiness of Julian English, a small-town big-shot. There is pathos in the story, and accurate characterization. It's not for film purposes and it may shock some readers, but those who read it won't forget it.

Complete Anthology

Most inclusive collection yet is "Modern American Prose" (Harcourt-Brace; \$3.50). Anthology was gotten together by Carl Van Doren, who used a lot of restraint and judgment on his big task, with the result the tome is likely to be an important library addition for a long time.

There is one full length play in the book, "What Price Glory," by Laurence Stallings and Maxwell Anderson.

Book attempts to give a picture of American prose writing during the past 20 years. Starting off with Gertrude Stein's "Good Anna," which will surprise in some quarters by its strength and vitality, although it was written back in 1909, the book moves on through the years ending with pieces by the moderns, Alex Woolcott and Albert Halper.

Sixty writers are represented, 12 portions of novels, four complete novelettes, seven short stories and one play. The play is in there not so much because of its import as a play, but as a milestone in prose writing.

Top-Notch Femme Cop

Mme. Storey is probably the most interesting of the femme detectives, with the possible exception of John Palmer's school teacher. Mme. Storey hasn't much reality, but is colorful in the same unbelievable way as is Philo Vance.

In her newest adventure, "Dangerous Cargo" (Harper; \$2), Hulbert Footner spins a quite good whodunit with several exciting sequences. It's a bit too fantastic for film purposes and is laid entirely on board a yacht, which is another item against it, since so many other mysteries have been set on a setting. But it ought to rent well.

Mostly Color

More local color than story in "Slim," by William Wister Haines (Little, Brown; \$2.50), but it's swell and studio scenarios will find much material applicable to other transmission, construction, stories of which very few have been made to date.

Haines is reputed to have worked as a lineman for seven years, and seems better acquainted with wire straining than plot construction, for much of the 414 pages is devoted to explanation and very few to the slight romance. But there

is much that is interesting interspersed with the more larded portions.

Virginia Idol

Seems to be the makings of a new deal picture in "Pedigree of Homey" by Barbara Webb (Doubleday-Doran; \$2). It's the story of a Virginia blueblood who in the foothills of the Blue Ridge meets and falls in love with Christine, who has no last name since she is a foundling. His patriarch family objects, but love carries the day.

Nicely paced to a strong denouement, with plenty of opportunities for the heroine. No dirt, but enough doing to hold up the interest.

The Hollywd Angle Again

Newest book about life in Hollywood is "The Hollywd Angle" by Greig's Romance for Sale" (Doubleday-Doran; \$2) and tells about the hectic career of an actress in the British film studios, switching to Hollywood about half way through.

As writing it's not important, but it's a light airy well enough told for its purpose. It has the makings of a good motion picture.

Chatter

Jack Lait to London.
 Sixth printing for "Nijinsky."
 Josephine Johnson at Breadloaf.
 Fifth printing for "Goodbye, Mr. Chips."

Third edition for "Friends and Romans."

Vance Randolph colluding with Nancy Nance.

French edition set for "More Power to You."

Mrs. Keith Fowler works for Tower Magazines.

Alfred Elwyn Williams doing a handbook on Russia.

Robert M. McBride, the book publisher, to England.

Harrap's will do the London edition of "Invincible Louisa."

Faulkner's "As I Lay Dying" published in a French translation.

Thomas J. White, Hearst exec, is New York agent for European & c.

Charles Caldwell Doble back from Europe. Goes on to Frisco shortly.

Gavin Holt, author of "Death Takes the Stage," is really Charles Rodda.

Harcourt, Brace already in possession of two-thirds of Kay Boyle's new novel.

Mrs. Eleanor Patterson back from Europe to work on her Washington Herald again.

John Cowper Powys settled in Dorset, where he expects to spend the rest of his days.

Robert J. Cuddihy, Literary Digest publisher, awarded one of those decorations by Austria.

Fortcoming "Tarzan and the Lion Man" will be Edgar Rice Burroughs' 40th Tarzan book.

Simon & Schuster will publish John Cowper Powys' autobiography Oct. 8, the writer's 62d birthday.

Book-of-the-Month Club issuing a dividend in the form on a one-volume edition of John Galsworthy's last trilogy.

Samuel Rogers, who won the Atlantic Prize Novel contest, is an associate prof in the U. of Wisconsin French department.

Having delivered a new novel to Farrar & Rinehart, Ruth Suckow has gone to the McDowell Colony at Peterboro, N. H.

A collection of Hendrik Willem Van Loon's drawings, made during his last trip around the world, is on exhibition at Macy's.

Simon & Schuster have a new manuscript from Cornelius Vanderbilt, Jr., which he calls "A Farewell to 14th Avenue."

Royce Brier, who won the Pulitzer Prize for the best newspaper reporting, has written a novel about a newspaperman.

William H. Chamberlin, Moscow correspondent of the Christian Science Monitor since 1924, has been awarded the Far East from the private zoo of Branch Cabell's in Richmond, Va., now numbers nearly 200 animals—artificial ones. Not a single publisher in the entire collection.

Next Oppenheim novel will be "Strange Boarders of Police Crested," dated Sept. 7. But Little-Brown has two more of his novels in the safe for next year.

Johannes Steel, whose predictions of Gorman matters in the New York Post anteceded the recent trouble there, has finished a book entitled "The Second World War," which Covid Friede will publish in October. It predicts a European war within a year.

East

Tom Weatherly, co-producer of *She Loves Me Not*, has acquired a comedy, as yet untitled, by Sam Hoffman.

Lavornae Langer and his wife will present their new play, *For Love or Money*, at their Westport, Conn., playhouse.

Gulman Band appeared for the first time Thursday night (18) at the N.Y.U. campus. Band concludes its Central and Prospect Park programs end of this week.

At polo-in-one World-Telegram tourney, held on Salisbury links, closest try came 17 inches from cup. Of 417 competitors, each hitting five balls, not one scored an out.

Jersey wants cowboys to ride the range within 30 miles of Times Square. With 3,500 head of cattle in the west, Jersey legislature is not kidding.

William A. Brady, Jr. has started rehearsals for *Too Many Hots*, Owen Davis' new play. Earle Larimore will be starred.

Doug Fairbanks stated that he will buy a theatre when he returns to New York.

Arthur Menter, for many years general manager for Winthrop Ames, will become company manager of Elmer Rice's *Judgment Day*.

Max Gordon is bringing in Frances Larrimore in *Spring Song*, recently tried out.

With the annual meeting of the Hebrew Actors' Union set for Aug. 23, seven of the 10 Jewish playhouses in the Metropolitan area completed plans for the new season. Molly Picon, absent from the Yiddish stage since 1930, will return as star of the Second Ave. theatre. Her first play will be a musical.

That *Chit* which is steadily running at the Westport Playhouse, was open at the Booth, N. Y., Aug. 29.

Julian Dinehart returns to New York in a new play, *Alley Cat*. *The Shape of Things*, new play by Benson Innes, former New York newspaperman, will have a tryout in Forest Park, Pa.

Curtis and Allen, Lou Irwin and John A. Schultz were added to the list of accredited agents by Equity, thereby increasing the Equity total to 43.

Shep Fields, whose band is currently at the Hotel Pierre, is preparing a unit for vaudeville.

Yacht Club Boys go to London when they finish their engagement at the Simpson Club in Manhattan.

Some 111 shows have been announced to open on Broadway between August and December, 11 of which are to be vaudeville.

A joint legislative committee to make a thorough study of motion picture censorship would be created under a new resolution passed in the New York State Assembly.

Claude Archer, assistant stage manager for *Green Pastures* since that play opened nearly five years ago, has been appointed general stage manager for all productions of Laurence Rivers, Inc.

The "wink" scene from the third act of *Stevedore* will play one week at the Apollo theatre, Harlem, starting Aug. 17.

Rosemary Williams, of Chicago, won the radio contest which will put her with Dick Powell on *Hollywood Hotel*, radio program.

Clyde Deady rescued four men adrift in a boat in Niagara River by throwing a long line to them and dragging the boat to safe waters. Tiger tender disappeared before a crowd gathered.

Treasury officials gave an informal opinion to newspapermen that the large silver holdings of the nation's film companies should be delivered to the mint at Washington.

New York Theatres

ARKO THEATRES

86th ST. Wed. to Fri., 8:15 to 10:15
AT LITTON
"THE CAVALIERS"
"SPRINGTIME FOR HENRY"

81st ST.
ON BROADWAY
"COCKEYED CAVALIERS"
"THE AFFAIRS OF A GENTLEMAN"

WALLACE JACKIE
BEERY-COOPER
"TREASURE ISLAND"
BYWAY WITH LIONEL BARRYMORE
5th ST. G. I. O. Y.
CAPT. JACKSON
"THE GIRL FROM NISSOURI"
FRANCHOT TONER
"THE GIRL FROM NISSOURI"
MURDO-VERS VAN-MILLS GOLD & RAY
MURDO-VERS VAN-MILLS GOLD & RAY

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

injection under the President's nationalization order.

King Vidor will in a London hotel; plotting poisoning.

Italian band of 70 called Mussolini's Black Shirt Band has embarked from Italy and will come to a tour at Carnegie Hall, N. Y., Aug. 24.

Lowland Stebbins will present *Eight Briliches* at the Avon, N. Y., Sept. 1.

Ely Culbertson has introduced a new type of playing cards which claims will do away with card sharpsters. Cards can be bent, washed but cannot be marked in any way.

Charges filed with Equity against Sidney Ridges, actor, by Alexander McCall, producer, as a result of Ridges' withdrawal from the cast of *Da's Victory* in which Katherine Hepburn was to have returned to the theatre.

Miss Hepburn sent an apology to the summer theatre at Ivoryton, Mass., saying that it would be impossible to replace Ridges on short notice and hence she would not appear.

Mrs. Fay Webb Vallee will seek Supreme court permission to ask Rumsford Vallee 21 questions concerning his finances. She claims he was earning \$350,000 in '32 and she would like \$100 weekly if Rudy Rumsford would let the financial setbacks he claims.

Sixteen concessions were closed in Long Beach in a raid by the Nassau County police who charged they were giving out money instead of prizes.

Committee of orchestra leaders has been formed by Richard Himmler, assistant of Vallee, Lombardo, Whiteman and Syma.

They will ban suggestive songs and titles from the air.

Four of *Ah, Wilderness!*, with George M. Cohan in the same role he played at the Guild Theatre last season, will start from Providence, R. I., Cohan's home town, Sept. 28.

Richard Strauss, musical director of the Public Theatre, assigned to write the score for *A Happy Family*, new Yiddish operetta, by William Schuman.

Damages for \$250 for each performance of *As Thousands Cheer* are being asked by two teachers in a suit against Sam H. Harris, charged that *Happy Birthday to You*, which is sung in the Rockefeller scene of the show, is a plagiarism from a song written by Fats Domino and his sister, both kindergarten authorities. Copyright was granted in 1933 and extended in 1931.

Delegation of unemployed actors, members of the Actors' Emergency Association, conferred with Mayor George M. Cohan in the same role he played at the Guild Theatre last season, will start from Providence, R. I., Cohan's home town, Sept. 28.

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magician, killed himself by gas poisoning at Whitestone, L. I. Some years ago he left the stage with his partner, Paet Rosini, to go into the garage business.

Federal men collected Beatrice Lillie's back income taxes before she was permitted to return home last week. Going over to place her son in Harrow.

Ralph Bellamy almost missed the boat. Denied a passport because of birth certificate, but located Chicago doctor who m.e.d. his debut and had an hour to spare.

Estate of the late Lotta Crabtree at Lake Hopatcong sold for more than \$150,000. Lotta was one of the chief rough sourests of 40 years ago.

Hugh B. Monjar, whose Decimo club did a nosedive some years ago, back with another, the Mantle club. Based on the usual club idea.

Mamaroneck again after that restaurant concession at Harbor Links, claiming the golf course is a bad second to the alleged nite club.

Fred Stone and his daughter Carol will appear together in *Sinbad and Lloyd Lewis* play, *Jayhawker*.

Plans for the Coney Island Mardi Gras, held every year except one since 1902, have been abandoned for this year because of the lack of ready cash.

Sophie Tucker will be starred in *Play It Again Tomorrow*, farce with a twist in the plot.

Police Captain Thomas P. Mulligan of the 67th street station will have a part in *That Certain Business*.

Directors of the Educational Alliance, in cooperation with the city relief workers, presented Gilbert and Sullivan's *The Mikado* in the roof garden of the Alliance building.

A Methodist Movement for Better Movies has been launched by the Methodist Episcopal Church. Boycott of movies has been sent out.

There is a specific pledge which binds the Methodists to oppose block booking and blind buying.

Rehearsals Monday (20) for the revival of *Richard III*.

Monty Shaff, 24, president of Topical Pictures, is youngest film producer in the biz.

Second story men perpetrated a daring and well-planned robbery in the Kito Building, Radio City. Described the military aspect of the locale, lent by uniformed guards, who patrol the halls, the sleight-of-hand artists managed to escape unobserved with a typewriter, radio and a fan, much to the chagrin of the Italo Marines, who swear they won't let it happen again.

Boys' life club will celebrate its 20th anniversary in the theatre.

Just as the majority of summer theatres are closing, Cornelia Otis Skinner announces she will play *Curly* for Howard Inches next summer.

Peggy Fears has announced her intention to divorce A. C. Blumenthal.

General Ad Co. has put up 'Have you written Mother' lately' sign above the Gaiety theatre, N. Y. Described the sign, it would be a nice idea. Space usually rents for \$3,000 month.

Winifred Lenihan, of Theatre Guild, became the wife of Frank Wheeler, grocery chain owner, who described himself at the Marriage License Bureau as a grocery clerk.

Gene Buck will be master of ceremonies for the 'Night of Stars' at the Yankee Stadium, Sept. 20. Benefit for Jewish refugees from Germany.

Sam H. Harris announces that Irving Berlin and Moss Hart are preparing a new revue which will open during the holidays. New revue will be titled *More Cheers* and will be similar to *As Thousands Cheer*.

Nathan Goldberg and Jacob Jacobs have formed a resident company for production of musicals at the Bronx Prospect theatre.

Three serials built around the life of Steven Spielberg, the youngest of *Swanee River* and *My Old Kentucky Home*, will be seen this winter. Two are plays, the other a picture.

Pre-schooler has turned producer. His first will be *Little Heaven*, a romantic comedy.

Faith, a pair of pliers and a faint, less snaky, more of a religious orgy of 1,500 *Holyrollers* in Birmingham. In back of the whole thing was a newsreel man who had a production of *Stars* and then failed to make the first show.

Two veterans of the stage wish to stage comedies. One is Frazer Hunter, 36, actor. His only other stage work was in *My Old Kentucky Home*, 31, producer, who would like to produce one more hit.

Coast

On the heels of his divorce complaint, Albert Rogell, director, filed suit in Los Angeles for \$150,000 damages against W. F. Smith, Beverly Hills capitalist, for alienation of affections of Ema Gregory Smith, former stage and picture player.

Marcelle Pyle, script writer, received a divorce in the L. A. Superior court from E. L. Pyle, film cameraman.

Demanding \$1,500 a month alimony and division of community property allegedly worth \$138,000, Louise Garret filed suit in Los Angeles for a divorce from Oliver H. P. Garret, writer. She also asks custody of their 10-year-old son.

Shortly before Lillian Tashman died she planned a Hollywood dinner for two aunts of Edmund Lowe, her husband, but it was called off by her final illness. So last week-end Lowe entertained the kin, with a large photograph of the actress looking down on the table.

Coroner in Los Angeles county has signed a certificate of suicide in the case of the death of George Hill, director. He was found dead at his Venice, Calif., home and the body was cremated shortly afterward.

William H. Greene, cameraman for Bennett Productions, has returned to Hollywood with several thousand feet of film taken in the last days of his life. He had been headed by Marquis Henri de la Palaise, but he is returning by way of Europe.

Aaron Rosenberg, assistant director of Fox, has received a lease of absence in order to play in the charity football game at Chicago, Aug. 31. He was All-American guard on Southern California's 1933 team.

Bulk of the \$140,000 estate left by Harry Pollard goes to his widow, the former Margaret Fisher.

John H. Hines and his wife, defendants in a Coast \$10,000 damage suit resulting from a traffic accident, have been released.

George Webb, former husband of Esther Halston, asks \$500,000 damages in a suit against Dell Publishing Co., claiming a story published in a fan mag put him in a bad light.

Wife of B. Weston Morrisson, Jr., New York radio announcer, filed suit for divorce in L. A.

Mrs. Helen Mary Kaiser filed suit for divorce on Coast from Norman Kerry, actor.

Replying to suit for separate maintenance brought against him by Esther Halston, asks \$500,000 damages in a suit against Dell Publishing Co., claiming a story published in a fan mag put him in a bad light.

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to a mint under President Roosevelt's nationalizing order. Banks mated there is around \$250,000 worth in hand at the moment.

A letter purportedly written by the wife of Harry Pierpont, alleged aid to John Dillinger, in which she tried to sell Dillinger's life story for films, has been turned over to Federal authorities in Los Angeles.

Retrial of Dave Allen, Hollywood casting director, and Gloria Marsh, extra, on a morals charge, has been postponed until Oct. 1. First trial ended in a jury disagreement.

Paul Lukas sued by Ben Blumenthal, of Budapest, for \$5,000 on a loan.

Ben Blumenthal, radio actor and producer, asks \$152,000 in a Los Angeles damage suit filed against Warner Brothers Broadcasting Corp., alleging he was injured when a head, causing him to lose his voice.

Seeking to recover \$2,000 invested with Romance Productions; Harry Popkin, indie exhibitor, has filed suit with Village Theatre, Los Angeles, for the return of the investment of a receiver and demanding an accounting. Company recently made a serial called *Young Wives*.

Metro has launched a reproduction of the original Bounty, English ship, christened in 1787, and it is on its way to the south seas for scenes in *Mating on the Bounty*.

Charles H. Cooper, 69, father of Gary Cooper, suffered a broken knee when struck by an auto in Hollywood.

Junior Durkin sued in Los Angeles for \$5,000 by another youth, who alleged Durkin's dog bit him.

Midwest

Belgian Village won the Chicago Municipal Art League prize as most beautiful in the city.

Chicago's Palmyra theatre marquee broke out in flames and firemen used 'dew gas' powder for extinguishing.

Mark Commissioners of Chicago are waiting for the decision in a Supreme Court test case before extending permission to restaurants and hotels to open their doors.

Illinois Emergency Relief Commission formed the first of the 10 anticipated companies of unemployed actors to perform the troupe of 63 a four-month circuit, consisting of 125 free entertainments in state institutions.

University of Chicago's *Booker T. Washington*, about man's rise from savagery to civilization, shown at the World's Fair.

Irish Village at the World's Fair was allowed to reopen when 20 of the sub-concessionaires raised \$1,800 for reorganization. Evan Evans, trustee in bankruptcy, had petitioned the court for closing.

MARRIAGES

Jessie Ferns Ferris to Arthur Campbell, in Huntington Park, Cal., Aug. 12. Groom is chief accountant at Pathe on the Coast.

Patricia Lighton to T. Higgins Sward, in Westwood, Cal., Aug. 13. Bride is daughter of Louis Lighton, Paramount producer.

Lowell Lighton to T. Higgins Sward, in Westwood, Cal., Aug. 13. Bride is daughter of Louis Lighton, Paramount producer.

Merv Robertson, manager Canton, Ohio, studios of WHIO, Akron, to Pauline Emmons, daughter of State Senator and Mrs. V. D. Emmons, in Akron, Aug. 7.

Betty Sanford to Richard Cantwell, in Yuma, Ariz., Aug. 12. Bride is actress and daughter of Mike Cantwell, Max Baer's trainer.

Marion Nixon to William Selter in Yuma, Ariz., Aug. 16.

BIRTHS

Mr. and Mrs. James H. Pierre, son, in Hollywood, Aug. 13. Mother is daughter of Edgar Rice Burroughs, creator of *Tarzan*.

Mr. and Mrs. Lew Brechin, boy, at Mount Sinai Hospital, Chicago, Aug. 14. Father is a musical staff orchestra of NBC in Chicago.

Unit Reviews

(Continued from page 12)

Black Moonlight, by a Miss Smith and the chorus. It's one of those music-tune affairs, a truce between the old and the new, modern shimmy, is a showy and wears only a few yards of film material. The girls, too, show plenty.

Dancing and comedy lead up to the night club finale in which all the company participates. It's an effective wind-up, with the customers apparently feeling that the three or four drops depicting scenes from the Century of Progress, give the desired World's Fair atmosphere.

Screen offered *That Coast and Coast* (Radio), two comedies, a cartoon, a fun, with the customers two-reel and the new *Lot's* show for four-lots.

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Broadway

Cole Porter in town.
Janet Gaynor back from Europe.
Ritz Bros. flirting with a London bid.

Sol Hurok back from a European trip.
Martin Wagner to Havana on vacation.

Horde of pichmen clogging up the Square.

Robert Armstrong rubber-necking on Bway.

Paul Webster spell a solar plexus to the roadhouses.

Oskar Raskin decorating Maurice Richmond's office.

They call him Ned Naked Norton out in Hollywood now.

Anatole Friedland back after that long holiday on the Coast.

Lester Thompson won't take to the air again unless he has to.

Paramount boys did a nice job handling the 'Cicciotri' premiere.

Roxy's going to use all new people on his radio programs, he says.

Riviera and Glen Island Casino doing 'the' roadhouse biz this season.

The Sierras back from So. Africa after five years and returning to vaude.

Hube Bernstein going on road with Max Gordon's 'Roberta' as manager.

John L. Fogarty resumes for Loew, opening in Baltimore Friday (24).

John R. Andrew giving up theatrical insurance for theatrical agenting.

Norman Frankel in from Atlanta for a few days to o.o. the old stamping grounds.

The Ed Leithan tribe, minus the Tish, up to Warren, I. B., for some native ozone.

J. H. Lubin back to the Loew booking office this week after two weeks upstate.

Hert Lytle is having casting trouble on his new show. Those Hollywood bids.

Bill Halligan is Blue Ribbon beer representative in New York, and waitline shows it.

Eddie Miller has resumed operation of a vocal studio, this time in the Forrest hotel.

Cine Excess to Kansas City on vacation, his first trip to the home town in four years.

Norman Stein and Harry Beddel handling big picture windows at dog track, Linden, N. J.

Gina Malo, the American gal who does most of her stage work abroad, giving New York the eye.

Cine DeQuincy and Lewis filled in for Moore and Revel for a day at the Music Hall last week.

Frank W. Darling, handling the new RCA Blue network, is a brother of Ding, Herald-Trib cartoonist.

Ien Ueberall opening his new Boulevard, world's largest sidewalk cafe, on Broadway and 53d soon.

Epidemic of sidewalk cafes in the Square and all around the town, but most of 'em will never look Parisian.

Ruth Morris, Harold Rodner and others up to Scarsdale over the week end for the show at the NVA Ban.

Tat West, Hollywood's champ neck missus, going into M-G-M film which starts grinding next week.

Jeff McCarthy previewed his new chauffeur via a special trip to the Plaza office on Sunday from Westchester.

When the cops raid illegal stills around Browns Mills, N. J., they take Harry James along to gather evidence.

Bide Dudley will be a year older Sept. 8. He has completed a new stage play, which is looking for a Broadway.

Jack Robbins' bad tonsils almost threw him at the operation session, which lasted three hours; now home recuperating.

Ada Ward went into the Met, Brooklyn, last week as pinch-hitter when illness forced Daphne Pollard out of the show.

The Broadway restaurants going for group insurance for their employees of late, including Gallaghers, the Tavern, et al.

If you think it's important spend a week-end with Harold Franklin. He leaves all guests flat for Arch Selwyn's next door.

Frank Selwyn's eldest son, who is his New York clin, but fully accounted for the Riviera-hillbilly-some-Hollywood's career to date.

'Carmie' Brice, who is a Broadway couldn't last the third act of 'Julie' at Woodmere, L. I., starring Lenore Ulric, screaming after the second act.

Paul Yawitz again doing the regular daily Broadway column on the Mirror while Winchell vacations. This is in addition to Yawitz's own Sunday Mirror col.

Yermi Stern got that first non-flicker through a grammar school teacher's inability to spell his new word appendage, Yermish, which is Jeremiah in Yiddish.

Sybil Kaye, returning from a Detroit night club engagement to start on a job in New York, injured when a bus overtook a Pansy-vania and had to cancel.

Mammoth cutback being given, Robert Bar, at East 43d St., on the Grand Central Terminal has voluntarily petitioned for bankruptcy.

reorganization listing liabilities of \$76,000.

Charlie Einfield has found that an hour's sleep after the Sunday morning 18 leaves him as fresh as a daisy for 35, 40, or 50. When queried he shyly stammers, 'Just call me Mino.'

Jimmy Irynes and Evelyn Farnen are reverting to their own names to go out on their own in vaude. In the Benny Davis act they did a brother-sister turn as Jimmie and Evelyn.

Harry Gribben to be featured in 'Alley Cat' Allen Dinchart's comedy, which went on review at Provincetown, Mass., Monday.

Leon Friedman, former 'Follies' p.a., hiding in Ft. Worth, Tex., of Charles Riegelman, son of Charles Riegelman, Theatre Guild legal rep., doing p.a. work for Berkshire Playhouse, Stockbridge. He just finished his junior year in Dartmouth and will go back when the new term starts.

George M. Kessler, photographer, 143 East 62d St., otherwise G. M. Kessler, professionally, has voluntarily placed himself bankrupt with more assets, \$25,866, than liabilities, \$15,885; assets being principally accounts receivable.

Hollywood restaurants' new fall revue will cut five amuseurs from a contest team made with Joseph P. Day's Manhattan-Oriental-Brighton beach enterprises. P.a. stunt engineer, Danny Davis, will train the five amateur winners in the dance routines.

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Vienna

Carl Lutze 70.

Challapin applauding Jushny.

Friedl Czepa and Hanns Schoebinger married.

Professor Josef Marx describing music life in Istanbul.

Oscar Karlewski signed up for six novelties at Reinhardt's.

Niblungen Fest planned for Spring, 1935, in Wachau.

Norbert Garala's 'A Geisha to Let' under contract at Reinhardt's.

Paul Abraham writing a new play, 'Europe, Singing and Weeping.'

Max Falkenberg and widow, Fritzl Massary, off to Elsen, Switzerland.

Viennese singer, Anni Helm, appearing opposite Gligli at the Verona Fest.

Paul Abraham getting busy to set Melchior Lengyel's 'Antonia' to music.

Rudolph Benatzky's 'My Sister and I' retitled 'The Princess on the Ladder.'

Hans Schubert, author of 'Suburb Comedy' and 'Overland Way,' is barely 23.

Music success for William Mengelberg conducting Philharmonic in Salzburg.

Erich Kastner claims that he is not hiding behind pseudonym of Robert Neuner.

'What Price Glory,' due for revivals at the Josefstadt with Hans Albers starring.

Gitta Alpar to star in Brodsky's opera, 'The Queen in Love,' at the Stadt Theatre.

Curt Bokor collaborating with Philipp von Zeska on comedy 'Longing for St. Andrews.'

Talk of Josefstadt theatre signing Josefstadt to direct 'The Wind and the Rain' in November.

Richard Tauber here for preliminary arrangements on his own opera, 'The Singing Dream.'

Two local bids for St. John Ervins's 'Anthony and Ann' to follow up success of 'Mrs. Fraser.'

Nora Gregor's first fall vehicle for Burg Theatre will be 'The Great Passion,' by Raoul Auernheimer.

Hans Jaray and Paula Wessely signed for yet unwritten 'L'Aiglon,' opera at the Theatre an der Wien.

E. B. Friedberg's 'Laburnum Grove' (Goldregen) to be launched in German at the Neues Theatre, Frankfurt.

Paula Wessely and Willy Forst starring in Maria Louise talker, 'Thus Ends Love,' for Cine-Allianz in Germany.

After playing in Faust at the Stadt Theatre, Paul Wessely will star in Shaw's 'St. Joan,' at the Deutsches in Berlin.

Andre Plenzas 'Kiki,' modernized by Hans Mander and set to music by Werner Heymann, for Scala presentation in Fall.

J. J. Vincent still after Duschinsky's Francis Josef drama, and referred to Bob Alton who has U.S.A. British and talking film rights.

Bernard Shaw's 'Misalliance,' retitled 'Parents and Children,' and set for Volks Theatre premiere featuring Otto Wallburg and Hans Thimm.

Volkoper starting repertoire act with 'The Merry Wives of Windsor,' Adams' King for a Day, Monks' Polish Volks opera, and Millicent's 'Beggar Student.'

London

The Olive Brooks off to the Lado. Irene Kuhn here gathering film data.

Ganjour Brothers have split with Jamnia.

Bertram Mayer in town—just negotiating.

Donald Callaghan filing petition for Richard Bennett held up here on his picture.

Peggy O'Neill being tested for British films.

Val Parrill becoming an ardent cigar smoker.

Linda Ketchenbach off to the south of France.

Ellie Shields back again after two years in Australia.

Andre Charlton thinking about going to America shortly.

Nina Mae McKinney having to lay off due to pneumonia.

Thomas Bentley directing 'Old Curly Shop' at Ealing.

Lloyd Knecht filming back-grounds for 'David Copperfield.'

Ward Wing and wife practically set for holidaying at Singapore.

Peggy Worth in the newspaper again; once more it is a car crash.

Evelyn Laye just rented new apartment in St. John's Wood Park.

David Innes's fan mail makes interesting reading, but not for publication.

Fanny Holtzman staying in London, but hiding from the news.

Cardini and his family here, and refuses to work. Says he needs a holiday.

Felix Kohner adapting a Somerset Maugham book for British International.

Carl Randall staging the dances for Charles Cochran's revue, 'Siremilline.'

Hughie Diamond's wife calling him on the 14th anniversary of their marriage.

Betty Hamilton replacing Gina Malo in 'Why Not Tonight?' at the Vaudeville theatre.

British International has English rights of 'Forgotten Men.' Picture will be back-shown.

Director Paul Derval around looking for English beauties for his new Folies Bergere revue.

Charles Elynn, who has been doing a new act on the continent, opens at the Alhambra, Aug. 20.

Douglas Fairbanks, Sr., is said to have invested \$1,800,000 in London Film Productions.

United Artists bought American rights of 'Return of Bulldog Drummond' from British International.

British International—film dubbing process company to be called Universal Synchro Company.

Billy Rose looking around for suitable spots in the West-End to start a sort of Casino de Paris.

New stage-door keeper at Daly's telling Eric Barker, Evening News sleuth, he does not know him.

Helen Chandler doing her grocery shopping at Chelsea, the party quarter, where she has an apartment.

American acts got a reception at Holborn Empire, with most of their belongings, including money, lifted.

Charles Walker, Neeldie, revue titled, 'Hey-Diddle-Diddle,' and likely to go to the Savoy or Comedy.

Secretary Fuller of the Cinematograph Exhibitors' Association in squabbles with some of the members.

G. W. Woodhouse conducting his business with Peter Hadden on long distance 'phone from Le Touquet.

William Foss, second string critic of Morning Post, out, due to disagreement with bosses on Tom Walls.

Carl Laemmle, Sr., due here Aug. 20, to look over several tests, and make up for Hollywood two weeks late.

Doctor A. H. Glanville arrived this week with his wife and son, and is taking in all the legit first night.

Cecil Landean writing the material for the new Clifford Whitley-Dorchester hotel floor show, 'Les Girls.'

Claude Berthoin resigned managing directorship from the Playboys' Ticket club (cut-rate agency).

'Why Not To-Night,' closed at the Palace, but reopens at the Vaudeville with several changes in the cast.

Russ, Elmer and Armatage appeared at the Alhambra with Nellie Wallace and Douglas Byng as the Ugly Sisters.

Paul Stein and Thomas Bentley have just had their contracts with British International renewed for another year.

Marjory Blinner, after being in West End plays quite recently, is being under a contract getting quite expensive.

main. She is due to make two films in September and a play in October.

Universal planning to send Hugh Miller and Gordon Daviot to Hollywood. Former to play in films, and latter to script.

Little Man, What News? goes to Metro's Empire for a West End pre-release Sept. 14, with a fortnightly star Billy.

Shuberts have signed Billy Ray, comedian-juggler, new at the Casino de Paris in Paris for the new Follies. Ray is an Englishman who has played all over the world, except America.

Universal has Fred Perry under contract for a picture, having got the necessary permission from the Lawn Tennis Association of Great Britain.

New Clemence Dane play to co-star Gerie Lawrence and London's Fairbanks, Jr., finally titled 'Here Lies Truth.' Show comes to one of Shaftesbury avenue houses Sept. 18, following a short tour.

Fred Duprez trying out 'Never Again,' by Edmund Dally, at the Embassy for fortnight. Dally wrote Duprez's last mental ticket, 'Land Me Your Wife.'

Bradbury-Pratt's 'West End Scandals,' burlesque leg show, just opened at the Garrick theatre, will gross \$11,500 in first week, which is high money in West End.

Picture which British & Dominions is making with Cedric Hardwicke and Marie Glory, has been titled 'The King of Paris.' Jack Raymond is directing.

Paris

By Bob Stern

Villa Chagrin closed.

O. K. Bar dark for two weeks.

Marianne Oswald singing at Nice.

Curtis Melnitz, U.A. p.a., back on job.

John Cromwell and Kay Johnson crossing.

Louis B. Mayer flying here from London.

Ray Ventura and band playing Riviera.

Carmen-Baer fight pit holdover at Cine L'Auto.

Mrs. Edouard Bourdet attending Paris.

Mogador summer closing announced for Aug. 15.

Argentina to tour U.S. before going to South America.

No more dancing at Ambassadeurs during summer.

'Banque Nemo' film held for third week at Elysee Gaumont.

Francis Jourdain and Janet Gaynor dining at Cremalliere.

Maxim Levy moved from M-G-M to U.A. to handle dubbing.

Chabot reopening Aug. 11 with 'Rose de France,' spectacle.

Buster Keaton moving to Joinville to be near Paramount lot.

Lyda Gauty giving recitals at Lyceum.

Cannes, Nemo and Jean-Lee-Pin.

Bonwit Teller broadcasting fashion news from here for New York.

Barbara La May putting the 'Carnegie' into her number in the Casino show.

Henri Duvernois, author, promoted to Commander of Legion of Honor.

Sache Guitry and Jacqueline Delubac at opening gala of Histris casino.

Fanny Hurst and Jacques Lanielson (husband) passing through on way to Germany.

Moyse Simon opera, 'Tol, cest Mol' (You're Me), to open new season Bouffes.

Fred Barsz starting shooting of 'Mamzelle Spahi,' musiker for Fox at Pathe Joinville studios.

Government seeking gun law against power plants which give up private radio reception by creating static.

Henri Hayotte, Slavsky alder who ran Empire, lured to Palais Justice for his Savate cell for further questioning.

Maurice Rostand's 'Le Regard' to be played in Trouville with author and his mother, Rosamunde, in principal roles.

Jean Warner, fan dancer playing at Tabarin, to Palm Beach Casino in Cannes for short engagement due back Aug. 21.

Leon Bernard of Comedie Francaise made Officer of Legion of Honor.

Henri Chagrin, lured to Palais Justice for his Savate cell for further questioning.

'Golgotha,' Julien Duvivier's film on the Passion based on scenario by Maurice Rostand, to be dubbed in next language.

CHATTER

(Continued from page 53)

tribunal was organized, but seldom talks at hearings.

Jeanette Ilex moved up to Sol Lesser's pub head, succeeding Bill Plant.

Al Kaufman on a hideaway was cash, emulating his boss Emanuel Cohen.

Judge J. A. Dear, pub of the Jersey Journal, Jersey City, on look-around.

Forrest Creighton, Blackstone's com, in from Detroit while unit is laying off.

Henry H. Wadhall, with wife and daughter, in Birmingham, Ala., the home town.

George Mitchell and Victor Miller return from South Seas on Mitchell's yacht.

Maxie Rosenbloom had a plastic suit chased away the cauliflower on his left ear.

Luke Barnett, king of the ribbers and padre of Vince, motored back to Pittsburgh.

Harry Suggman has quit the presidency of the Hollywood Stage and screen club.

Pete Smith leaves Sept. 1 via the Canal for his first Manhattan vacash in eight years.

Harry Nieneyer, for 40 years with the St. Louis Post-Dispatch, has come to Coast to live.

Walter Huston visiting Metro shortly before going to New York to resume in 'Dodsworth'.

Theodore Kosloff directing dances for Max Reinhardt's 'A Midsummer Night's Dream' at the Bowl.

Walter Meyers reneged on the agency setup with his brother, Eddie, and joins John Zant's 10% or.

Latest Hollywood puzzle is endeavoring to codify the longhand letter Arch Reeve is writing his pals.

Peter Trent reneged on a part less than the lead in 'David Copperfield' and is trekking to England.

Having laid out campaign for Grace Moore's pic, 'One Night of Love', Nat Spingold is winging back to Manhattan.

Louise Raymond in Chicago to join hubby, Ted Travers, NBC warb, to whom she was secretly wed sometime ago.

Don Roberts has left Fox press staff to handle publicity for the pro football games in Gilmore stadium, Hollywood.

Screen now has two Pat O'Brien, Original Pat, who made pic for FBO in the silent days, has just registered with the call bureau.

Westport

By Humphrey Doulsen

Frank LaForge to Calais.

Ika Chase at Edna Ferber's.

Clifton Webb here for a few days.

Mauri H. B. Paul back from Newport.

Bianche Sweet visiting Dorothy Gish.

Mario Chamlee motoring to Chicago.

Country Playhouse concludes Sept. 8.

Terraph racing new Azzi at Longshore.

Tony Minor and Frances Fuller week-ending.

Jack Dempsey refereeing bouts at South Norwalk.

'10 Nights in a Barroom' revived at Bell Island.

Vivienne Osborne may do a Broadway show.

Kathleen Conegies commuting to 'Tight Bitches' rehearsals.

Tonio Selwart sailing from Europe Aug. 22 or the Paris.

Joseph Blackburn visiting Rita Weiman and Maurice Marks.

Queenie Smith and Robert Garland here for theatre opening.

Cecil Spooner staging play for the Village Green Playhouse at Norwalk.

Weather has been bad for swimming and resorts, but good for pictures.

Charles Hanson Towne first of the summer colony to return to New York.

Leo Marsh concluded vacation and returned to New York American drama desk.

Sokoloff concerts concluded with audience of nearly 3,000, something for a faraway country pasture.

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INSTITUTION & INTERNATIONAL

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

Mexico City

By D. L. Grahame

Rally and cool.

Civic government lidded all card gambling houses, holding that they harm workmen.

Local prints running cartoon strips of life stories of Edward G. Robinson and Max Baer.

All hotels reported full houses first week August, first time that has happened in several years.

-Vaudevillians and kindred unions fired four members accused of fomenting groups disorganizing the local unions.

Gregory, fan gal, latest imported entertainers for the floor show of the Foreign Club here.

Alfred Moller due here in December from Spain for a brief session with the native opera company that is being organized for the Palace of Fine Arts (National Theatre).

In wire to local WB office, Dolores del Rio mixed story that she no longer loves Mexico published by a Los Angeles Spanish language paper and avers that she will visit her homeland when work is finished on her next pic.

Chicago

Mary Pickford back in town. Archie Herzoff away for vacation.

Jack Fine taking Bowery unit into Wisconsin.

Mike Barnes off to Iowa for a peep at his fair show.

Los Angeles Spanish language paper on the road p.a.'ing 'Passing Revue'.

Mollie Golestein back at office after two weeks in the 'untry'.

Billy Diamond to Memphis to see Love's Nat Spingold.

Tommy Sacco, ballyhooing the Pantheon with a six people unit.

Ben Ehrlich making contacts to port Barker Paris Peggy on the air.

Joe Fitcher working with his sister on the 'American Beauty Revue'.

John Bilsbury, Al Weston, Mort Infield and T. Morales all in same office.

State-Lake swimming line down to Lake street again with Mitzi Green.

Pair accepting vegetables, animals and farm produce for admission during farm week.

George Jessel extended a week at the clientele after closing at the Chez Paree, and then to Atlantic City.

Ace Brigade sampling the southwest heat on a three week booking with his orchestra in Fort Worth.

Phil Baker and Patricia Marquand, fair beauty queen, tried the television phones at the Fair Television theatre.

Dixiana showboat bringing back some old river customs with bar on balcony deck, cast living on boat and sale of prize candy.

Lillian Rozsa's new office in the Woods Building is also headquarters for T. F. H. O. A. and United Scenic Artists of America local 359.

Universal's Duke Hickey busy promenading around with Carol Combe and her mother, Lady Alice Combe, L. C. Sheriff, Valerie Hobson and Lois January.

New Haven

By Harold M. Bone

Jack Brassil has thespian ambitions.

Local stores note pickup in sheet music trade.

Alexander Clark back with Stony Creek Players.

Glenn Hunter dinner guested in Pine Ridge.

Louis Carrigan elected pres. N. H. Light Opera Club.

Sally Washington back with N. Y.-Guilford Players.

Alfred Keatinge hosted himself to a Scranton, Pa., holiday.

Corra Witherspoon back to Stony Creek for brief stopover.

Allen Keatinge hosted himself to a Scranton, Pa., holiday.

Ruth St. Denis at Madison.

Louise Groody had a week of summer trouping at Stony Creek.

Periwinkle Players, via their Show Boat, hitting nearby shore resorts.

Flock of guest stars at summer theatres give shore spots a D'way time.

N. Y.-Guilford Players tried out 'The More Merrier' with Mitzi Hajos.

Light Opera Guild will do 'Prince of Pilsen'.

'Chocolate Soldier' and 'Red Mill'.

J. Bursleigh Morton hiding behind stage handle, George Spelvin, over at Guilford.

Sunny Wells furnished a flock of lookers for that 'Here Comes the Navy' float.

To take his mind off show biz, George Cruikshank donates championship golf cup.

Luth Gellert finished a week's bed and board to the Wm. Harringtons at Lee's Island.

Eve Casanova and Alfredo Sill have shaken Chapel Playhouse dust from their heels.

Edith Barrymore, Colt, guest-starred 'Streets of New York', which held over for second week with Jimmy Players.

Stroudsburg

Arthur Murray exhibited at Pocono Manor.

Viking Hall features Eddie Morgan's Carolinians.

Florence, psychometrist, appears weekly at the Penn-Stroud.

Lynn Christy and his Penn Statesmen continue at Cheo's.

George Hall and his band with Loretta Lee one-nighted at Dorney Park.

'A Church Mouse' presented by Paula Shay at the Shawnee summer play.

Pocono Nutrition Centre features Roy Campbell and Mildred Munson of the CBS studios.

Dorothy Phillips having night and day rehearsals at Skytop for the 1934 'Skyrackets'.

Cornelia Stabler Gilliam's Buck Hill Dramatic Club presented as its final play Barrie's 'Alice-Sit-by-the-Fire'.

Bob Kindler, Al Reed and Ruth Forman part of the Indian Queen's new floor show, with Stanley Jay back as m.c.

For the first time since the people voted for Sunday baseball, a film, through the 'curtains' will be tried at the Grand at a church benefit.

Wyckoff's, this city's largest department store, giving a week's tour to Bermuda with every expense covered with the general charge of \$85.00, provided required number will go.

Reinhardt Knight, Robert Armbruster, Mary McCoy, Rose Hampson, Mark Windheim, Helen Jepson, Kathleen Lockhart, Margaret Chaffin, Rita de Lepore, the Highlanders and the Travellers Quartet are part of the cast for the 1934 Buck Hill Follies, arranged by Earle E. Lewis of the Met opera company.

Minneapolis

By Les Rees

Gene Meredith, Warner cashier, in New York on vacation.

Bess Crane, Pantages secretary, entertaining Kansas City guests.

Dave Ackerman, local pianist, promoting Walkabouts in Northwest.

Genevieve Donovan, Columbia cashier, vacationing in Chicago.

Columbia exchange moved to larger quarters in Warner building.

Bertha Nauer of MG office staff motoring to Seattle on her vacation.

Harry Hirsch in Chicago assembling new company for Gayety, stock burlesque.

W. A. Steffes' production of 'Drunkard' in second week at West Hotel Moorish room.

Bill Elson of Seventh Street theatre spent week end at northern Minnesota lake resorts.

Film houses again advertising midnight matinees Saturday night lifting of martial law prohibition.

Claude Dickinson, U short subjects hooker, off on second honeymoon in celebration of first anniversary of marriage.

Frank Reinhardt, U salesman, forced to return to hospital for re-setting of arm broken in automobile accident.

Art Goldberg, local musician and composer, now in Hollywood, sold two songs to Earl Carroll for next 'Vanities'.

Harold Kaplan, Century manager, tells of 'nearly' catching 35-pound fish during vacation in northern Minnesota.

Martial law regulations classify films as 'necessities' and permit their transportation by truck during teamsters' strike.

For first time in 15 years Hingling Brothers close this summer passed up Twin Cities, Minneapolis usually being a two-day stand.

Fellow employees presented William J. Jones, beauty pageant winner of Warner Brothers office staff, with large cake on her 22nd birthday.

Frances Martin Miles, assigned part in Mrs. Wiggs of Cabbage Patch.

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OBITUARIES

GEORGE A. KINGSBURY

George A. Kingsbury, 68, died in his home in Chicago Aug. 15, after a brief illness. He was in the theatrical business, chiefly as manager, for more than 40 years. He was organizer and manager of the current Gilbert and Sullivan revivals at the Studebaker at his death.

Kingsbury started with Jacob Litt, then a prolific producer of melodramas, but shifted to Henry W. Savage who then had extensive theatrical ventures including the opera companies at the American in New York and the Castle Square, Boston. Later he changed to John Golden, when the Savage reign waned, taking out road companies. He managed 'The Man From Home' at George C. Tyler, which closed in Chicago, and since then (around 1910) he spent most of his time in Chicago, starting with the old Chicago Opera House. He managed Mrs. Insull's stock company at the Auditorium until the crash and last summer was again there until the house became a night club.

With Wallace Munro, another old-timer, and Victor Kraly he inaugurated the comic opera venture at the Studebaker a couple of weeks ago.

He is survived by his widow and a daughter, Mary, 16 years of age.

SIR NIGEL PLAYFAIR

Sir Nigel Playfair, 60, who was taken during the performance of 'As You Like It' at the open air theatre in Regents' Park, London, died Aug. 19 following a major operation the previous Wednesday.

He started his career in the tiny Lyric theatre, in Hammersmith, a London suburb, and his production of 'Drunkard's' Abraham Lincoln and his revival of 'The Beggar's Opera', brought him to attention. He was knighted in 1928.

He was the author of several plays, including 'Shock-Headed Peter' and 'Amelia', but was more successful as an actor-manager.

He is survived by his widow and three sons.

JERRY JARNEGIN

Jerry Jarnegin, husband of Irene Franklin, and composer of her songs, died of a pistol bullet in their Hollywood home Aug. 19. Police expressed belief that it was a case of suicide.

Miss Franklin and some guests were waiting in the dining room for him to answer a call to dinner when a shot was heard. He was found on the floor in a dying condition and unable to talk. The revolver, which was found six feet away, was identified as his own.

Police are checking up on an employee, recently discharged, who in answer to a call of assault following his dismissal.

ROBERT ADAMS-BUELL

Robert Adams-Buell, 51, pianist and composer, was buried in Milwaukee Aug. 18.

Born in Burlington, Wis., Adams-Buell studied in Europe and made his career debut in Berlin. In 1907 he returned here and became director of music at Lawrence college, and in 1909 he joined the Metropolitan Opera company as accompanist to Heorti, Raische and Mine, Pasquall.

In 1911 he became chief of the Marquette university music staff, retiring in 1922.

He also appeared with the Chicago Symphony orchestra.

His mother survives.

PETER CLARK

Peter Clark, 55, died at his summer home Fairfield, Conn., Aug. 19. He had been ill for several months.

Peter Clark, head of the corporation bearing his name, completely revolutionized stage equipment, notably in his system of scene rigging. His firm was able completely to equip a theatre of any size and his installations exist in most New York theatres as well as in many others throughout the country. 'Institution' by Peter Clark was a ballad.

He is survived by his widow, two daughters and five sons.

JOHN FREDERICK EDWARDS

John Frederick (Fritz) Edwards, 22, associated with his father Jesse Edwards, in the management of the J. R. Edwards' Attractions traveling exposition, known for many

years in Ohio, died at Wooster, O., hospital, Aug. 7, from injuries received in an automobile collision in his home town.

Young Edwards, a senior at Ohio State University, Columbus, had spent the past several vacations, assisting his father in the management and promotion of the show. His parents survive. Funeral services and burial in Wooster, O.

EDWARD E. LYONS

Edward E. ('Teddy') Lyons, film man, died at Margate, Kent, Aug. 8, aged about 55, after a protracted illness following an operation for internal trouble.

Lyons was managing director of Biolor company, which owned 16 picture houses in England. These were purchased by the Ostrer Bros. and was the nucleus of the present Gaumont-British Film Corporation. When the Ostrers made this purchase, Lyons received a promotion fee of \$200,000 in addition to a handsome profit for his shares in the concern.

STANLEY WOJCIECHOWSKI

Stanley Wojciechowski, 42, night forman since 1917 at the Rotowalt Press, on Pearl street, New York, where VARIETY is printed, and member in high standing of Typographical Union No. 6, died Aug. 15 in New York.

He was stricken with acute appendicitis while at work and succumbed two days later, following an emergency operation. His widow and one child survive.

JAMES TYNAN

James Tynan, 44, for 22 years on writing staff of Coast picture studios, died in Los Angeles, Aug. 17. Recently, he had been collaborating with Bert Green on a novel. Tynan was a reporter for the Philadelphia North American and when he was sent to the Coast he was press agent for Chaplin, Arbuckle, Julian Rilling and Thomas H. Ince.

KNOX WILSON

Knox Wilson, 32, performer in both legit and vaude, died in Chicago on Aug. 13. Wilson spent his ace years with the LaSalle theatre company here in legit and musical comedy. In later years he switched over to vaude doing both double and single acts with variety material.

Son survives. Services in Chicago with cremation following.

IRENE DALTON

Irene Dalton, 33, died at her home in Chicago Aug. 15.

Had been a former Chicago stenographer. Gained fame first when she became leading woman for the Christie Comedies in 1922. Later she married Lloyd Hamilton, screen actor, and divorced him in 1928.

Surviving is her mother, Mrs. Mary A. Dalton. Burial in Chicago.

ARNOLD DE BIERRE

Arnold de Bierre, illusionist, died in a London nursing-home Aug. 6 of heart failure, aged 56. He was of Dutch extraction, and had appeared all the world over with his sleight-of-hand tricks. He was a vice-president of the London Magicians' Club, and was playing up to the week before his death.

ROY DOWER

Roy Dower, former vaudeville magician, committed suicide at his home in Whitehouse, L. I., Aug. 16. Depression over financial matters is held to be the cause. Some years ago he quit the stage to establish a garage with Paet Rossini, his stage partner.

Mrs. Alice Lisbing, 65, author and composer, died Aug. 17 in Los Angeles of bronchial pneumonia. She was the wife of George Lieblich, pianist and composer, and well known on the Coast. Born in Berlin, deceased accompanied her husband on his concert tours and in 1931 made their permanent residence in Los Angeles.

Mrs. Margaret Fairbanks, 52, sister-in-law of Douglas Fairbanks, died in Los Angeles, Aug. 12. She was the widow of John Fairbanks who died in 1927.

Father of Mrs. Cecelia Ager in Los Angeles, suddenly.

Father of Mrs. Cecelia Ager in Los Angeles, suddenly.

Father of Mrs. Cecelia Ager in Los Angeles, suddenly.

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Vol. 115 No. 11

NEW YORK, TUESDAY, AUGUST 28, 1934

56 PAGES

REVIVAL UNDER THE 'L'

Chi Expo Okays Wide Open Policy, But Rules Out All Honky Tonk Ads

Chicago, Aug. 27. Censorship lid has been torn off the Chicago Fair. Notice has gone out from headquarters that everything can run wide open and that there will be no official kickback due to contractual agreements or other clauses.

However, along with the wide open notice, the officials strictly ordered the concessionaires that the build-up must be solely by word-of-mouth and not through any printed or radio advertising.

Going along with this policy of plugging the amusement end instead of the educational is the Chicago Daily News, which at an editorial conference last week decided that the news columns of the paper will, from now on, emphasize the amusement and show business angles of the Fair rather than the scientific exhibits.

Paper has assigned five of its top writers, headed by Lloyd Lewis, chief of the amusement section, to pound out show business Fair yarns.

Latest World's Fair village to be hauled into legal entanglements and court difficulties is the Tunisian Village. Touristic North Africa, Inc., owner and operator of the spot, filed action for the reorganization of the Village under the bankruptcy law. Stated liabilities estimated at \$10,000 of which \$104,000 represents construction costs and the other \$5,000 is listed for inability to meet expenses.

With Jim-up of Tunisia, the list of bankruptcy Villages at the Fair hops to an even quartet, the others being the Irish and Spanish Villages and the Streets of Shanghai.

Everything but the Customers in Radio City Night Club Audition

The last word in radio auditioning for a nite club job is tomorrow (Tuesday) afternoon's rehearsal by Lud Gluskin and his orchestra in the Stratosphere nite club, on the 65th floor of the RCA bldg, in Rockefeller Center, New York. It will be done by Gluskin and his musicians in formal evening attire.

A hand-picked assortment of 25 (Continued on page 51)

Whites in Balcony At Colored Dance

Charlotte, N. C., Aug. 27. Station WBT, Charlotte, picked up Cab Calloway and his Cotton Club orchestra while playing a dance engagement here to negroes. About 1,000 white spectators paid two-thirds admission to sit in the balconies of the city armory as spectators.

Protection

Paris, Aug. 27. Billy Rose has invented a new tourist protector for the guileless who want to walk Paris streets unmolested.

Each time Rose hit the boulevards the first day he was here he was accosted every three feet by a gent whispering "Guide, sir? Would you like to see the real sights?" So Rose went to the nearest bakery and bought a three foot loaf of bread. He always left the Ritz holding the bread under his arm.

They think he's a Frenchman and let him alone.

WASH. MONEY FOR SEXLESS FILMS

Hollywood, Aug. 27. Intending to produce pictures free of sex, Washington (D. C.) money has entered the field here as a new company called Blue Ribbon Pictures.

Mariner Eccles, who was last week appointed governor of the Federal Banking System; his sister, Mrs. Elton Douglas, prominent society woman; and Charles Smead, Washington attorney, are the financial spirits behind the new company. Smead is president, Mrs. Douglas will look after the story end, and Eccles will remain more or less in the background. Bruce Meriman, former laboratory man, is in charge of production.

As a starter in the plan to show that box office pictures can be made (Continued on page 47)

Aimee's I-Niters

Aimee MacPherson left New York on a Havant cruise over the weekend to get into shape for a series of one-niters set for the evangelist by the William Morris office. She'll get guarantees plus percentage all over.

First stop for Aimee is the Monticomey County Fair at Fonda, N. Y., Sept. 2. From there she goes to Montreal, playing the Forum Sept. 5; then Maple Leaf Gardens, Toronto, during the Dominion exposition (7); Winter Garden, London, Ont., her home town (8).

After that Aimee goes back to Hollywood, returning to the road Sept. 29 for a job at the State fair at Muskogee, Okla.

B'WAY MOVING TO SIXTH AVE.

Al Jolson in 'White Horse Inn' with Warner Bros. Backing Reopens Old Hipp in Fall—Plus Music Hall and Center with 'Waltzes,' Street Staging Strong Comeback as Important Show Lane

DEAD FOR YEARS

New York Hippodrome goes back to spectacle musical extravaganza this season with Al Jolson in the imported 'White Horse Inn.' Sixth avenue will thus become one of the most important arteries in the Times Sq. sector, at least three big show houses with important stage fodder lighting the street to try and draw patronage away from Broadway.

Hipp reopens about Christmas time. 'White Horse Inn,' starring Jolson, will be staged by Erik Charell, who staged the piece originally in Berlin, Paris and London. House will be completely rebuilt for the production, with Warner Brothers understood putting up some coin on a film-stage reciprocal deal, with (Continued on page 55)

TRANSATLANTIC HOP A LA SHOW BUSINESS

Trans-Atlantic aviation with a frank show biz aura is the proposed Sept. 1 flight of Salvatore Martino and Robert Kohn from New York to Rome.

To this end theatrical p. a.'s Marc Lachmann and Monte Proser have been retained by the aviators' backers, with \$1,000 as retainer and a 10% interest in everything—endorsements, personal appearances, etc.—if this N. Y.-Rome flight is a success. It will be the first of its kind.

Kohn of the flying pair is American, thus splitting the appeal for Italy-U. S. accord.

Mystery

Budapest, Aug. 15.

Here's Love, musical revue in one of the summer theatres, has a mysterious producer who keeps his identity a secret. People here say there's something fishy about him because his representative pays cash for everything in advance.

No such thing ever happened in a Budapest theatre before, so everybody is suspicious.

French Picture Reporters Go Into Business—And Do They Find Out!

By BOB STERN

Hissing Purity

Public manifestation in the Broadway deluxers against the purity serial numbers issued by the Motion Picture Producers & Distributors of America, Inc., has taken form in recent days of concerted public hissing, as the titles are flashed.

House managers express themselves as favoring dropping the seal, preceding the feature, if that's the way their audiences regard it.

Audience comment is that the tag is an indicator that the film productions have been considerably denatured.

Paris, Aug. 27. French film reporters and critics, who have been yelping that the industry needs reforming, got good proof of their contention when they tried to make a film themselves.

Their Association de la Presse Parisienne Cinematographique got the idea of making a picture, proceeds to go to the benefit fund. Figured that the publicity they could give it, free, would put the film over easy.

Yves Mirande gave them a scenario for nothing, titled 'The Million Franc Note,' and they got bottom prices at a studio. All they needed was an angel.

They found one, a gent named Monsieur Vincent, who ran Fulgur Film, a company nobody had ever heard of, and a bank called the Societe Generale Financiere, which nobody ever heard of either.

M. Chataigner, president of the association, film critic of *Le Journal* and press agent for the Paramount theatre, gave Vincent world rights to the film in exchange for \$55,000 to make the picture. Chataigner did not get cash down.

'The million francs is in the bank,' he was told.

It was all right, because Vincent brought in the raw film to the studio. He got it by calling on the (Continued on page 49)

TIN PAN ALLEY MOVES IN ON RADIO CITY

Music publishing trade is starting to set up shop in Radio City. First of the publishing firms to have leased space in this area are Witmark and Romick. Layout consists of about 7,000 feet on the fifth floor of the RCA building, which will make the two concerns NBC neighbors. Both will move over from their present quarters in the Hollywood building on Broadway around the middle of September.

Witmark's Standard and Educational departments will also be lodged in the RCA space.

Theatres, Hotels Fight A.C. Dog Track Opposish

Atlantic City, Aug. 27. Theatres and hotels vs. the Municipality of Atlantic City is the current battle here, with the dog races at Convention Hall in the middle of the tug-of-war.

The hostilities, boardwalk show spots, piers, amusements, etc., are all squawking against the dog track which they claim is ruining business. The city fathers are for the leaping puppies because they hold the dog track is taking the city out of the red.

With pari-mutuel betting legal, the amusements and catering interests hold that tourist travelers on combination tickets and budgets take in the Convention Hall usually find themselves short-fused after playing the galloping winners.

2 More Politicians Go Show Business For Vote Ballyhoo

Hollywood, Aug. 27. First instance of a politico conducting his campaign for re-election out of the state is the case of Nevada's line mendicant of Congress who has bought time on KNX here. Top spot across the line is Reno's 100-watt.

Philadelphia, Aug. 27.

New wrinkle in political campaigning is one being used by Attorney-General Schneider of Pennsylvania in run for Governorship. Candidate is spinning daily speeches through the state, many of them broadcast in various localities, by versions of his fave ditty, 'Man on the Flying Trapeze,' sung in get-together chorus fashion at expense of his socially prominent opponent.

Lyrics, penned by Powers Gougeon, YCAU, burlesques opponent George Earle's socialist connections and polo pony stables, to wit:

Chorus:
He rests on his farm,
'neath the wonderful trees,
Discussing his platform with
Flying Ponies.
They tell him he'll win with ridiculous ease.
They're kidding for they mean—
ough nothing!

Novarro Learned About S. A. Show Biz—And How!—Plans Own Revue

Hollywood, Aug. 27.

If Ramon Novarro branches out as a revue producer, as he plans to do at expiration of his current pact with Metro, the tour he made of South America may be worth more to him than the \$50,000 he banked on his return, although he says he should have made \$100,000. He admits he was wised up to more angles of the show biz than he knew existed and that while he paid a terrific price for the education he is satisfied that it was worth it.

The Mexican filmster makes no bones about having been a chump. He had heard that actors are peer business men but passed it off, but now this has been driven home to him.

On his concert tour of the Latin keys he took along his sister, Carmen Novarro. At Buenos Aires he picked up six female dancers to complete the turn. No provisions were made for a manager to look after the finances.

After the first week he concluded he wasn't getting his full quota of the take. He hired five spotters to clock the box office and every entrance, but that didn't work out so well, for the following night's receipts varied only slightly from the night before. It developed that the theatre owner, learning of Novarro's double checking system, double crossed him by paying the clockers twice their daily wage.

At Rosario, just outside of B. A., Novarro learned another trick of the Argentine ticket brokerage. Scalping is done, not out from the curb, but right in the boxoffice. A patron is told that the only seats available are far back. He may protest feebly and start to walk away, but he doesn't get far. Called back, he is told that for a few extra pesos he may be able to find him a couple down front. The extra charge is pocketed by the lad who doled out the location.

Passes, for some reason or other, are plentiful for an attraction that is sold out in advance. These, too, have a price on them, but the monies are not included in the night's checkup.

Novarro played 60 concerts in and around B. A. and Rio, biggest take in B. A., where the first two weeks yielded him better than \$25,000.

Novarro believes that the time is ripe for an American legit invasion. Latins are hot for girl shows and quibble not over the price. Fifteen legit houses around Buenos Aires are doing biz all year round with opera getting the top play. Although hit by the deprex, Brazil and Argentina have not let it interfere with their show going.

With two more pictures remaining on his Metro contract, Novarro has in mind a stager for London production, which he is now writing.

Lyons' Go West

A. & S. Lyons, Inc., agency has shifted its head office to Beverly Hills and made the former Broadway office of Lyons & Lyons its eastern branch. That move follows Arthur S. Lyons' recent sojourn in Hollywood and intention to go into the film agency business more and more.

Coast agency of Bert Steklins, Allenberg & Blum has become interested in the Lyons agency and western reps for the brothers.

D. A. Derran may join L&L as story dept. head in New York.

Can't Find Spencer Tracy, So Ed Lowe Now in 'Gallante'

Hollywood, Aug. 27.

Production of 'Marie Gallante' which went out of work at the Fox studio a week ago when Spencer Tracy dropped out of sight, to reappear presently in a local hospital, will resume today (Monday).

Edmund Lowe has been assigned the part originally assumed by Tracy. This will necessitate three days of shooting to remake the scenes in which Tracy already had appeared. It also will involve a delay of about 10 days in finishing the production. Expected to be cleaned up in about three weeks.

CALIENTE RACE MEET OFF; CAL. TOO STIFFO

Los Angeles, Aug. 27.

There will be no race meeting at Agua Caliente, Mex., this season, according to Joseph M. Schenck, president of the Caliente Jockey club, who just returned to the Coast from a European sojourn.

California Racing Commission has announced there will be continuous racing in the state from Oct. 27 until late in April. Circuit starts off with a meeting at the new Bay Meadows track in the San Francisco area, with the Los Angeles track at Santa Anita making its bow on Christmas and lasting until Washington's birthday. Tanforan will away forth with a 25-day meet then, with another jaunt by the Bay Meadows outfit.

Schenck menage has operated the Caliente meetings for the past two years. In 1933 the track went into the red for a sum variously estimated from \$75,000 to a \$125,000. Last season, with better times and better play, track made around \$35,000.

MG Purifies 'Widow'

Hollywood, Aug. 27.

Metro's 'Merry Widow' has been lamped by Joe Breen but has not yet earned its purity label. With Breen refusing to pass it as is, film is back at the studio for some retakes to remove certain spots.

Jarnegin Rites

Hollywood, Aug. 27.

Ashes of Jerry Jarnegin, 41, who, according to a coroner's jury took his own life in his Toluca Lake home, were scattered over the Hollywood hills.

Irene Franklin, his wife, and her daughter, Mrs. Betty Bailey, were the only attendees at the rites.

MG TIES MICKEY ROONEY

Hollywood, Aug. 27.

Metro joins the campaign to get kids under contract in giving a term to Mickey Rooney, who was in 'Hiddeot' and 'Death on the Diamond' for that company.

Rooney, 12 years old, is the Mickey McGuire of the Larry Harmon two-reelers of that series.



WILL MAHONEY

Don Craig in the 'Washington Daily News' said: "Will Mahoney tops the flesh-and-blood portion of the show. He does the same old jokes, sings the same old songs, does the same old ridiculous dances and taps out tunes with his feet on the xylophone. And he still gets an unrivaled ovation."

Direction
Wm. Morris Agency
Mayfair Theatre Bldg.
New York City

H'WOOD BETTING DOUG-MARY REUNITE

Hollywood, Aug. 27.

Along Hollywood boulevard, where wagers usually are made on such non-romantic things as horse races and prizefights, odds are being offered that Douglas Fairbanks and Mary Pickford will soon become reconciled.

Fairbanks last Friday (24) visited the Lockheed Aircraft Corp. plant at Burbank, Cal., and was said to be interested in a high-speed plane to take with him to China, where he will make his next picture, according to his announced plans.

Fairbanks and the Security-First National Bank have been named trustees in the will of Mrs. Margaret McElvaine Fairbanks, widow of John Fairbanks, died in probate court.

MAYER TO CARLSBAD

Ganders Pairs Sights and Goes to Take Water Cure

Paris, Aug. 18.

Louis B. Mayer, Frank Orsati, Lew Wertheimer and their suite have ducked for Carlsbad where Mayer will join a large group of filmers taking the cure there. Other two will just watch him. They'll be back here Sept. 8.

Until last minute Mayer and gang were going to go to Italy, with idea of meeting W. R. Hearst in Venice. Mayer spent last day of his Paris sojourn looking over the Paramount and Pathe studios with Louis Lawrence, Metro European chief, but otherwise did no business. Saw the Folies Bergere and, like all visiting firemen here these days, gandered the Bal Tabarin show.

Mrs. Mayer, who has been having a long session at American Hospital here, is reported much improved.

For Nancy Carroll

Hollywood, Aug. 27.

Femme lead in 'Spring 3100', drama of the New York police department, has been assigned to Nancy Carroll by Columbia.

Yarn is by Artyll Campbell, and picture is under the production wing of Felix Young.

U Seeks Damita

Universal City, Aug. 27.

Lili Damita may come here from London to play part of Anna Held in Universal's story of Florenz Ziegfeld, 'The Great Ziegfeld'.

Studio is negotiating salary with the actress, currently finishing a British picture.

KING PUFFS 'GALANTE'

Hollywood, Aug. 27.

Henry King will fly east, stopping off at 17 Fox exchanges to talk up 'Marie Gallante' which he directed.

In New York he will garner photographic background stuff for 'One More Spring' he will meg for Jesse Lasky.

Par and WB B'klyn Product Pool, Fox May Be in Later; Al Reid at Helm

Scully Breezes Fox Lot

Hollywood, Aug. 27.

Frank Scully has finished his Fox studio writing contract but remains in Hollywood to finish two novels. Scully was engaged to work on the script of 'Fun On the Air' for Joe Cook, but when this proposed film was dropped he stayed on to help out on other stories.

2 INDIES TO MAKE 18 PIX ON PATHE LOT

Hollywood, Aug. 27.

Chesterfield and Inevitable have signed contracts with RKO Pathe to use the latter's studios for production of the two groups of pictures for the coming year. Combined program of Ches and Irvin will total a minimum of 18 pictures for 1935.

The deal gives the RKO Pathe lot a total of six production companies turning out a minimum of 60 features during the year. Monogram, Liberty, Edward Small, Sol Lesser and Phil Ryan already hold contracts to make their pictures at Pathe.

Warners' Mother Dies

Hollywood, Aug. 27.

Mrs. Pearl Warner, 77, wife of Benjamin L. Warner and mother of Harry M., Jack L. and Major Albert Warner, died today (Monday) in the Cedars of Lebanon hospital of high blood pressure and complication of diseases after a three day coma. Mrs. Warner came to the U. S. in 1888 from Germany, settled in Baltimore, later going to Youngstown where Warner Bros. started their show biz career. Besides her husband and sons, Jack, Harry and Albert, another son, David, and three daughters, Mrs. Harry Charnas, Mrs. Dave Robinson, and Mrs. Lou Halper survive.

Harry and Albert Warner with Charnas and Halper flying from New York in specially chartered plane failed to arrive before death. Services Wednesday afternoon at Malinow & Simon with burial on the coast.

Whitney Sets Lederer Starrer for Initialer

Hollywood, Aug. 27.

First technicolor production to be made by Pioneer Pictures, Whitney-Vanderbilt Company which will release through Radio, has been set as 'The Three Musketeers.' Francis Lederer stars.

Picture was set by Joek Whitney while on the Coast and is to start production Sept. 20.

Savo's Pic with Songs

Active production on the next Ben Hecht-Charles MacArthur picture, a comedy starring Jimmy Savo, started Saturday (25) in Astoria, Long Island.

George Antheil is writing music for the film, which will be a semi-musical. Hecht-McArthur have Antheil on contract for two more pictures also, although they may call in outside composers for their next film, a revue, as yet untitled and uncased.

SAILINGS

Sept. 1 (Los Angeles to Honolulu), Mr. and Mrs. Sam Bischoff (Malibu).

Sept. 2 (London to New York) John W. Hicks, Jr. (Manhattan).

Aug. 25 (New York to Paris), Jean Coupan, Beatrice Blackmar, Edward J. Bing (Lafayette).

Aug. 25 (New York to London), Francis A. Mangan, Carlos Gardel (Bremen).

Aug. 22 (Los Angeles to Australia) Robert McLeish, Dick Newhouse (Mariposa).

Aug. 18 (London to New York), Marie Burke, Dennis Noble, R. J. Minney, Lew Lipton, W. F. Lipscomb (Aquitania).

Paramount has disposed of its two outlying de luxers in the greater New York territory, via pools. This leaves Paramount with only one theatre actually operated out of the Par home office, the Par on Broadway. The Paramount, Stapleton, Staten Island, is slated to shift over under a pool to the indie Phil circuit. The Paramount, Brooklyn, also goes under indie operation to St. Fabian, after Par and Warners negotiated a product pooling arrangement between the Brooklyn Par and Warners Strand, in that territory.

St. Fabian, only recently came into operating control of the Fox, Brooklyn, but this theatre will continue to be operated independently and so far isn't part of the Warner-Par pool.

Unofficial talk that the RKO Albee also would come in on a product pool in the Brooklyn sector with the consummated Strand and Paramount arrangement, never got beyond that stage. Should such arrangement become completed it would practically send the entire downtown sector under indie operation, namely Fabian.

In the Stapleton deal, Par pools with the six Brill spots in that territory, with Brill operating and Par getting a 45% interest in the profits.

The Brooklyn pool between the Strand and the Paramount means

that Warner product will go into the Strand, of its own Strand, but Par and Warners will share in the profits of both. Warner Strand is presently on a double feature ration, split-week. Paramount, Brooklyn, is to continue as a straight film house, showing first-run Par as well as Warner pictures. Strand will continue to be independently operated by WB, otherwise.

Al Reid has been named district supervisor by the Fabian-operated theatres in Brooklyn, namely the Fox and the Par.

Brooklyn Paramount will open under the pooling arrangement

Friday (Aug. 31) with Joe Lee as managing director. Lee is a former division manager of RKO, in Brooklyn. More recently he has been associated with Arthur Mayer, operator of the Rialto, Broadway.

Brooklyn Paramount is owned by the Allied Owners. Last year the Par home office attempted to operate the spot on a policy similar to the Broadway Par under a percentage arrangement with the landlords and with Mort Shea as supervisor of operation for Allied.

There are complications which prevent the Fox, Brooklyn, from presently coming into the Strand-Par pool in that sector. Eventually, however, it is figured the Fox, operated by WB, will be sliced in to make a triple alliance, until further developments.

The Fox, Brooklyn, continues its independent operation as a combo film and stagewhore house, under Fabian. The Strand pool looks to continue as a split-week double feature spot, temporarily at least.

Fabian is a former Warner theatre official and is of the family that formerly controlled the Fabian chain in the New Jersey territory, later sold to Warners.

Fabian has guaranteed Par against loss on the Brooklyn Paramount, and assumed the full responsibility of the lease which had this coming season slated to run at \$100,000 yearly, on a 40-week basis. Additionally Paramount gets 25% of the net profits on the house.

Warners, believed to be sponsors for Fabian's acquisition of the Fox, Brooklyn, in addition to the product pool arranged on the Paramount, as between WB and Par, is understood to be on agreement with Fabian for 50% of his profits out of the arrangements.

Filmites Ogle Stage Dates, Morris, Jr., East

Hollywood, Aug. 27.

William Morris Jr., mails out again today (Monday) for another New York lookaround.

Plans on lining up personal appearances for pictures stars and to map out show possibilities for several other of the Morris clients.

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Times Square	51
Units	40
Vaudeville	39-41
Women	40

Breen Turns Air Thespian in Hays Drive to Publicize Pic Clean Up

Hollywood, Aug. 27. Hays office is following up its newsreel appeals to the public on the whys and wherefores of the purely audio programs are being arranged for NBC trans-continental that will have Joe Breen before the mike with name players in broadcasts that it is expected will give the public the picture industry's side of the clean-up campaign.

First of these programs will emanate from here Wednesday (29) with Irene Dunne and Lionel Barrymore working with Breen on a type of interview idea. Music will be by the network's Hollywood orchestra.

Broadcasts, being donated by NBC through M. H. Aylesworth and follows his promise made two years ago to give air time to the picture industry any time it can be of assistance.

Plan is for two evening programs to get a general listening audience and two forenoon broadcasts aimed at club women and others who have interested themselves in the clean-up campaign.

CLARENCE BROWN'S 75¢ PER ON NEW MG PACT

Hollywood, Aug. 27. Just before leaving for a three-month vacation trip to Europe, Clarence Brown signed a new one-year contract with Metro, under which he will direct at least two productions during 1935 at \$75,000 a picture.

Upon his return, Brown will prepare "An Wilderness," which is slated for production in January. Metro figures Will Rogers will be back from his jaunt through Russia by that time to take the starring spot in the picture as originally planned. Frances Goodrich and Albert Hackett are now writing the screen play under the production wing of Hunt Stromberg.

Just a Friendly Lil Bet

Toluca Lake, Cal., Aug. 27. Bing Crosby has been banished from his home to a garage with his radio receiving set. Crosby incurred the wrath of his wife, Dixie Lee, the nurse and his recently-born twins, when he turned up the volume.

Said he was trying to log more stations than Gary Cooper on a \$1,000 bet.

Wampas Babes' Act as Ballyhoo for Flicker

In connection with Mascot's "Young and Beautiful" production which features the Wampas Baby Stars, the filmers are framing an act with the Wampas babes and Will Osborne's orchestra.

Act will be booked with the film where possible; otherwise exploited as a builder-upper for interest in the Mascot flicker.

Ed Small Inks Mitzi

Chicago, Aug. 27. Mitzi Green has just signed a contract for pictures with Ed Small for one year with four years' options.

Salary graduates from \$1,250 to \$2,000 per week, with a guaranty of 40 weeks per year. Also if she has loaned out Miss Green is to get half the additional difference of salary.

Mae's 'Lady' Next

Hollywood, Aug. 27. Paramount has purchased "Now I'm a Lady," by Marion Morgan and George Howell.

Miss West is developing the screen play for her next starrer, and has tossed audio previews starrer for the time being.

POWELL'S PERSONALS

Winners in bringing Dick Powell east for three WB stars weeks, commencing either Sept. 7 or 14 in Philadelphia, Washington and Pittsburgh are the other towns to be played.

Powell then returns to the Warner studio.

Dorothy Wilson, Former RKO'er, in Fox's 'Parade'

Hollywood, Aug. 27. Dorothy Wilson, former stenographer on the Radio lot who was tabbed by execs of that company for the lead in "Age of Consent" two years ago, and later dropped from the company's contract list, has been signed by Jesse Lasky for a featured part in "White Parade," which started at Fox today (Monday) with Irving Cummings directing.

John Boles and Loretta Young have top billing in the picture, with others in the cast including Marjorie Kirkland, Astrid Allwyn, Gertrude Short, and Polly Ann Young.

STUDIO BAN ON STARS' RADIO CHORES OFF

Hollywood, Aug. 27. Withdrawal of opposition by Paramount against several radio deals for its stars, marks the waning of the studio ban against appearance of contract players on commercially sponsored programs. Metro is now the only lot seriously enforcing the tabu.

Protests from contract players have been one reason for studios' change of attitude. Numerous requests for appearance of stars on air programs plugging pictures, and the coming Hays office etherings, had the contractees complaining. If air programs, they said, really keep people out of theatres as claimed, then why were the studios resorting to radio?

Players also pointed to the Eddie Cantor picture grosses as rebuttal of claims.

The radio coin earned by free-lancers also irked the contractees. They pointed out that several free-lance players, who had been doing radio work, refused studio contracts because films exclusively couldn't pay them what they could earn in films and radio combined.

Relaxed policy of the studios is indicated by Paramount's permission to Charles Buxton and Mary Boland to work on the Hall of Fame ethering over NBC Sept. 30. Company had previously refused its okay on a proposed air series with the pair.

Oke Fields

Par has also withdrawn its opposition to W. C. Fields' air work. Actor, despite Par's previous n.g. had himself auditioned, and a sponsor is now being sought.

Vertee Treadwell has also been set. She goes on the Hall of Fame hour with her husband, Adolphe Menjou Nov. 15. Edmund Lowe and Victor McLaglen appear Oct. 25, and Chae Sade Nov. 25. Six of the 14 full airings of the Hall of Fame will be broadcast here.

Lehn & Fink people have also set Lee Tracy and George Brainerd in a radio version of "The Famous Gossamer." Murray Close, and are after Ben Hecht and Charles MacArthur to adapt it.

Deal is now on for Charles Laughton to do a Christmas week dramatization of Dickens' "Christmas Carol."

Dix Back to Radio

Hollywood, Aug. 27. Richard Dix, who recently finished a four year stretch at Radio, returns to that lot under one picture to take the lead in "West of the Pecos."

Phil Rosen will direct, Cliff Reid producing.

Chas. Laughton—III

Hollywood, Aug. 27. With Charles Laughton undergoing an operation last Friday (24), Paramount has delayed starting date of "Rings of Red" for at least 10 days.

Picture was originally scheduled to get on the way today (Monday).

M. H. Service

Two women, obviously tourists in the lobby of the Radio City Music Hall, exclaimed: "Why, this isn't the Roxy theatre!" Whereupon they approached an M. H. attendant, inquiring if he knew what was playing at the Roxy. The attendant courteously told them.

FOX TO REMAKE GRIFFITH'S 'DOWN EAST'

Hollywood, Aug. 27.

Fox has a deal on to remake a talker version of "Way Down East," D. W. Griffith silent classic. Janet Gaynor is in view as the femme lead in the same role that Lillian Gish had in the original.

Griffith later released his silent flicker with a sound synchronized score.

Matter of clearing the copyright rights is said to have been closed by Fox for the old-time meller.

Rural Pictures Corp., of which Julian T. Abeles, New York lawyer, is president, purchased screen rights to "Way Down East" for \$50,000 from Lottie Blair Parker, now 32 years old, who in 1933 first auditioned the meller with the late Joseph B. Grismer. His widow, Mrs. Olive Grismer, Mrs. Parker, William A. Brady, who first produced it as a play in '98, and D. W. Griffith, Inc., share in the \$50,000 purchase price.

None knows who Rural Pictures Corp. is, excepting that Attorney Abeles is presumably acting for other interests, believed to be Fox.

With the \$50,000 purchase price goes 35,000 unused feet of an ice floe breaking in the St. Lawrence river, never since reoccurring, which Griffith incorporated in his New England melodrama version. The scene, plus the mob stuff, cost Griffith about \$250,000 to shoot originally, from accounts.

MIRIAM HOPKINS HAS SAM GOLDWYN DEAL

Hollywood, Aug. 27.

Miriam Hopkins is negotiating a deal with Sam Goldwyn to star on long term period on completion of her Paramount contract.

Goldwyn figures on using her as lead in "Barbary Coast."

Director's Vallee Parley

Hollywood, Aug. 27.

Alfred E. Green, Warner director, is due in New York Tuesday (28) for conferences with Rudy Vallee on crooner's next picture, which WB will produce.

Green figures on starting back to Coast end of the week.

U Seeking Buddy Rogers For Sullivan Vis-A-Vis

Hollywood, Aug. 27.

Buddy Rogers is planning a picture comeback after the World's Fair. Actor has an offer from Universal for the lead opposite Margaret Sullivan in "The Good Fairy," but is dickering for a contract that would assure him two or three pictures a year.

Rogers is currently batoning an orchestra at the College Inn in Chicago, but may disband in the fall to resume his film work.

ONSLow STEVENS ELOPES

Hollywood, Aug. 27.

O'nslow Stevens, 23, Universal featured player, married Phyllis Cooper, 21, daughter of John Cooper, v.p. of the Security-First National Bank, Aug. 25, in Yuma, Ariz. Couple eloped after the final performance of "Within the Law," in which Stevens played here Saturday night. "She was drama student at Pasadena Community Players."

Joust of Song Break-Inners; Crosby Establishes More Tunes, But Powell's Numbers Sell Best

Bing Crosby versus Dick Powell as musical stars, and their potency in "Tin Pan Alley" as song hit makers, is discounted even by the Warner Bros. factional bunch which doesn't credit Powell with any songs hit production, or anything akin to what Crosby means to a song. While the comparison of the songs with which both have been associated in the past year's musical releases would indicate a more or less even keel, Warnerites concede that it's the production flash of their screen musicals that puts over the songs rather than Powell's, dueling with various girls.

With Crosby it's different. Paramount film productions (and the one Metro interlude he did) had none of the lavishness of the Warner series of musicals. Thus it was Crosby who single-handedly had to carry the songs.

Powell appeared in the following Warner Bros. musicals: "42nd Street" (Al Dubin-Harry Warren and published by Witmark); "Gold Diggers of 1933" (by Dubin-Warren and published by Renick); "Footlight Parade" (Dubin and Warren, and Sammy Fain-Irving Kahal, published by Witmark); "Concentric Bar" (Dubin-Warren, Witmark publishing); "20 Million Sweethearts," which, unlike the others, was a play with songs rather than a musical (Dubin-Warren and published by Witmark); and now the currently releasing "Dames" (Dubin-Warren, Fain-Kahal and Alie Wexler-Mort Dixon, Renick publishing).

Crosby's Roster

Bing Crosby's roster of screen musicals starts with "The Big Broadcast" (songs by Ralph Rainger and Leo Robin, published by Famous Music Corp.); "College Harmony" (songs by Sam Coslow and Arthur Johnson, also Famous); "Too Much Harmony" (Johnson-Coslow Famous); "Going Hollywood" (his Metro picture with Marion Davies on a loan-out from Par), which Arthur Freed-Nacio Herb Brown authored, Robbins publishing; "We're Not Dressing," for which Mack Gordon and Harry Belafonte wrote the songs, thus shifting publication rights to Bobby Crawford's firm, DeSylva, Brown & Henderson, and the just-releasing "She Loves Me Not," a mixed Rainger and Robon-Revel Robin score, Famous and DeSylva publishing respectively.

Up until "She Loves Me Not" with the currently popular "Love in Bloom," the edge in sheet music sales were with Warner's Dick Powell. His "String Along With You" out of "20 Million Sweethearts" hit 300,000 copies, the best seller so far Powell. His "String Along With You" in 1934. (This pic is the exception for Powell, being a straight play with songs rather than a musical.) However, all of Tin Pan Alley concedes that "Love in Bloom" (Rainger-Robin, a Famous publication) is destined for 300,000 to 400,000, having already moved 100,000 copies off the counters with the picture not yet released in N. Y. City and several other major keys.

Song titles out of each picture will automatically recall Crosby's more definite association with them than Powell's. Latter always figures either alone or with Miss Keeler, backed up by lavish production. Not so with Crosby, as a general thing.

Titles

Crosby's "Please" out of his first musical, "Big Broadcast," sold 275,000 copies, or about 25,000 under "String Along." Runner-up in the Crosby songs was 200,000 for "Thanks" out of "Too Much Harmony." Another Coslow-Johnson song, "Just One More Chance," which Crosby being credited as having made single-handedly, thus establishing that as his best seller.

Besides "Please" from "Big Broadcast," Crosby introduced "Here Lies Love."

His second picture, "College Harmony," held "Learn to Croon," another big hit: "Moon Struck" and "Fox Road."

His third, "Too Much Harmony," held "Thanks," "The Day You Came Along" and "Buckling the Wand."

Fourth, "Going Hollywood," introduced "Compromise" and "We'll

Make Hay While the Sun Shines," published by Robbins and perhaps the poorest selling score.

Fifth picture, "We're Not Dressing," with a multiplicity of hits and probably the most prolific of all the scores—"Love Thy Neighbor," "May 17," "She Reminds Me of You," "Once in a Blue Moon" and "Goodnight, Lovely Little Lady."

The not yet generally released "She Loves Me Not" holds "Love in Bloom" (Famous) and "Straight from the Shoulder" (DeSylva).

Powell's List

Warner musicals with Powell, et al., are "42nd Street," whose hits included the title song, "Shuffle Off to Buffalo," "You're Becoming a Habit With Me" and "Young and Healthy" in that sequence.

Other hits in relative importance were: "Shadow Waltz," long a best seller; "Tuttin' in the Park," "Torch Song," "Remember My Forgotten Man" and "We're in the Money."

"Footlight Parade," by a Water-fall, "Honeycomb Hotel," "Shanghai Lil," "Moon Is Here" and "Sitting on a Backyard Fence."

"Wonder Bar," besides the title song: "Why Do I Dream Those Dreams?", "Don't Say Goodnight," "Going to Heaven on a Mule" and "Viva La France."

"20 Million Sweethearts," "Till String Along" with "You," "Fain and Warner," "Out for No Good" and "What Are Your Intentions?"

"Dames," last WB musical, has "I Only Have Eyes for You," "Try and See It My Way," "Dames," "Girl at the Ironing Board" and "When You Were a Smile on Your Mother's Lips."

Metro Buildup for Constance Collier in Dressler-Type Roles

Paris, Aug. 27. Metro has signed Constance Collier, who legit-actress and director, Miss Collier, who spent part of her year in London, has been here the past few weeks and negotiations were completed here. She has been asked to report to Hollywood pronto.

Not known just what Metro will do with her but understood that company will attempt to build her up in Marie Dressler parts.

Marian Nixon's Wedding Gets Furness Pic Spot

Hollywood, Aug. 27. Betty Furness draws the lead in "Kickoff" at Radio, in place of Marian Nixon, who was originally pencilled in. Miss Nixon is honeymooning with Director William A. Selter.

"Kickoff" starts Wednesday (29), with Eddie Quillan in top spot, and Glenn Tryon directing.

Jessel's Hecht-MacA. Pic

George Jessel has been signed by Hecht-MacArthur to make one feature in Astoria, Long Island. Not set yet what the picture will be. Film is scheduled to go into work about November, following the musical which is due to be made by Hecht-MacArthur after the currently shooting Jimmy Savo film.

Hy Daab's Chore

Hollywood, Aug. 27. "Two Little People" by Frank Dazoy and Aneza Christine Johnson has been bought by Paramount for Cary Grant, Helen Mack and Baby Le Roy.

Hy Daab will do the screen play.

Reinhardt Gets In

Max Reinhardt is due in New York today (Tuesday) and leaves immediately for the coast. He's going out for Dick Madsen-Night "Dream" production in the Hollywood based on Sept. 17.

Indie Exhibs See the Bottom Dropping Out of the Code with No Nat'l Zoning Sked Possible

To various exhibitor leaders the Code Authority's sudden waltz move of zoning schedules means the bottom dropping out of the entire code for independents. Despite such protests mounting heavily over the weekend, various members of the Code Authority yesterday (Monday), while blaming their own board for precipitating the move, said officially that the physical make-up of filmdom permanently precludes all hope of ever effecting altogether satisfactory national zoning.

The C.A. is only trying to soften the blow by the general trade announcement that hearings on future schedules are indefinitely abandoned and that the National Survey Committee will report at Thursday's meeting territorial sentiments of exhibitors. Also, according to members of the NRA body, who participated in the entire proceedings leading up to the announcement, there is a softening influence in reports allowed to seep out of C.A. headquarters that territories which want their schedules, rather than appeal directly to local boards on matters which may come up from time to time, will be conceded that privilege.

According to high codists, themselves, this is not generally true. In a few isolated instances, it is admitted, territories may be able to get schedules. Even these are in doubt.

Significance is attached to the ousting of schedules following within two weeks the C.A.'s extension of a fatherly hand to double features. By okaying doubles at a time when they knew most of the schedules on appeal dealt with doubles and would have to be revised under the resolution, there are some who see major strategy as antipating the deathblow for zoning. Franker members of the C.A., however, place little credence in this reasoning. As the facts unfold themselves the C.A. simply got to the point where, in addition to being hopelessly snarled on complex boundary problems and laws, it realized the country could not be saved whether by NRA or Hays Organization. It is recalled now that about five years ago the Hays Office attempted to develop elaborate zoning plans, but these as well went by the board.

Means Individual Squawks

Without a schedule exhibitors and distributors will simply make their deals as before the NRA. When a dispute arises an appeal may be taken to the zoning board. The exhibitor, however, will have to local zoning laws to refer to as he would have a schedule effective.

The zoning schedules, according to exhibitor leaders, were one of the most important factors in selling the NRA to indie exhibitors throughout the country. They are bitter against the NRA or Hays, charging it with stalling the issue. In this, some members of the C.A. partly concur, declaring that the high codists tarried too long in naming the zoning boards and then repeatedly confused them with what now are termed ambiguous instructions.

While another official reason being advanced for the indefinite suspension of schedule appeals is that the sales season will not be further retarded, the Code Authority seems to stand for even more work than before. Appeals of miscellaneous character can now be shot at it from all angles, whereas a schedule would have acted as a guide.

While indications have been for some time that the Code Authority may turn down appeals which bear the unanimous decision of a zoning board this does not relieve the situation from the exhibitor's point of view. He still faces the burden of expense of traveling all the way to New York or retaining counsel to argue appeals. And, unless the C.A. reveals what is appealable and what is not, the flock of appeals coming to New York is expected by codists to be greater than while the C.A. was wrestling with schedules.

Everything is likely to come to a crisis at the Thursday (30) meeting of the C.A. By a coincidence, Ben Bernstein, of Los Angeles, was

in New York to fight for an early hearing of the L.A. schedule on the day the C.A. ruled the industry off the schedule standard.

This ruling only served to make L.A. the first city in the country to protest schedule-less zoning. Now through Bernstein, it threatens to blow the lid off everything, claiming that its theatres cannot live without a schedule.

L.A.'s stand doubtless will revive the double feature issue. Coast wants the schedule as written, and this would k.o. doubles out of the picture. Although the C.A. has heretofore been reluctant to retain their schedules will also have to abide by the hands-off-doubles resolution, L.A. feels that as the Authority designs to outmode schedules it should be granted a dispensation and be allowed to bear down on dualism.

Just how the Code Authority is going to vote on this issue will be widely important as well as interesting. Indie producer codists, as long as there are no schedules, are not concerned. But if one or two territories insist upon and get schedules, then the indie producers are ready to spot indignation all over again about the little exhibit not being able to operate his own business.

From indications yesterday (Monday) the same majority that voted for the resolution will not stand by it in the Los Angeles case.

Again, if the C.A. grants L.A. the right to use its schedule it will create a precedent which other territories will certainly utilize.

B'way Buying Map Changes Pic Alignment For Three Houses

Fox having sold its coming season's product to the Mayfair theatre on Broadway, selling away from the Roxy for the first time in seven years, the Roxy will get half of the Rialto's Paramount pictures to round out its supply, in addition to the already contracted for Universal, Columbia and possibly certain foreign films. Later may cover as many as 16 Paramount British pks. Roxy inherits the Par products through its buying pool with the Rialto.

Fox couldn't come to terms with the Roxy. Mayfair as a result will get some 35 Fox films at around \$2,500-\$3,000 per film. Mayfair takes whatever Fox films are turned down by the Music Hall.

METRO'S 'WANDERING'

Metro has taken the U. S. distribution rights of 'The Wandering Jew'—British Twickenham film, released abroad by Gaumont-British, Film stars Conrad Veidt.

Twickenham sold the film several weeks ago to William Shapiro, Boston indie distrib, who made the Metro contact.

Monogram and First Division Look All Set to Come into Hays Fold

Getting indie producers partly into his tent via the morals code, Will Hays is capitalizing this to make that one happy family dream of his come true. He is cut-rating memberships in the MPTDA to the point where, even though it costs around \$1,000,000 to operate the plant in poor times, Indies can come in for far less than \$10,000 a year.

Accordingly, it is confirmed, the indie producers' fighting ranks will be virtually crippled off and when Monogram and First Division take advantage of the easy payments. Their signatories are expected as soon as W. Ray Johnston (Mono)

Canada Folds Its Studio

Ottawa, Aug. 27. Ontario Government's film studio at Trenton, near Ottawa, has folded as a result of the economy wave of the new Provincial Government under Premier Mitchell Hepburn, and the equipment is for sale.

Studio has been going off and on, for the past 15 years and the new government leader said enough money had been sunk in it. "And anyway, the pictures were inferior," he added.

Cops K.O. Denver Lotteries, Bank Nights, Prizes

Denver, Aug. 27. Denver theatre managers and publicity men will have to tell entertainment instead of chances on a bank account, cash prizes, autos, etc., if the police persist in their announced intention of banning all drawings out of theatres, churches, etc., in connection with their drive against gambling.

It started when the dalles campaigned against the slot machines that have been flooding the city for several months. Police confiscated large number of the machines and the rest were hid, and the city administration, in what the papers say was an attempt to make the public tire of the drive, ruled out theatre lotteries along with church drawings.

The police also warned Elitch amusement park to discontinue weekly auto drawings in cooperation with stores through the city which gave away tickets with purchases. Police also closed up all concessions where prizes are given, or where there is any chance. As an indication of how far the police went, they closed up the weight guessing concession. Denver police have no control over Lakeside amusement park, just over the county line.

Police order to theatres includes everything in which chance plays any part. Theatres having cash and bank nights tried to get the police to rule theirs was not a lottery, but the police won't relent, and for the first time in years, entertainment in all Denver theatres is being sold strictly as such.

In the past nine months the Huffman string of eight theatres has given away \$1 Ford cars, valued at more than \$22,000, and for part of that time an opposition tieup of 13 theatres was giving away either a Plymouth or \$600 in cash. These, together with bank nights, cash nights and other raffias in theatres, the value in the nine months would probably run close to \$40,000. These are divided over the issue. Many favor the police drive, others don't.

Commuter B. Balaban

Chicago, Aug. 27. Barney Balaban, has become a New York-Chicago weekly commuter due to his new duties on the Paramount exec committee.

Spending three days in Chicago and three days in New York.

Although Fox and Hearst part Sept. 1 they leave with an understanding. Fox is submitting to a handicap of a month, which means it will not release its reel in new dress, with the Stallings-Thomas pressure, until Oct. 1.

Around the Fox plant the only explanation is that the boys don't want to be considered mean and want to give the young reel (Hearst) a growing chance. After all, they remind, the Hearst reel was a pretty good thing for Fox financially, while it lasted.

Also figured that with car looking like regular passenger machine and unidentified it will get news events in difficult spots without attracting attention.

Byron Morgan, who just finished work on the screen play of 'Hell in the Heavens', at Fox, remains with the company to collaborate with Sam Wintz on treatment of 'Meal Ticket', which will star Shirley Temple.

Story is an original by Gene Towne and T. Graham Baker, and Al Rockett will produce the picture.

Phil Goldstone B. R.'s New Indie Co., Planning 24 Westerns, 5 Serials

MG Does Lab Work on Cantor's 'Kid Millions'

Hollywood, Aug. 27.

Samuel Goldwyn is having negative on Eddie Cantor's 'Kid Millions' processed by the Metro laboratory, instead of Consolidated Film Labs.

Deal is the first that Metro has made to do outside laboratory work, other than the Hal Roach short product, which is released by Metro and considered a part of the organization. Although Goldwyn's arrangement with Metro is only for the Cantor picture, there is a chance that he may work out a permanent deal on all his future pictures, in which case it is likely that other United Artists lab work would be done in the Metro plant. This business is now being handled by Consolidated.

HEARST REEL'S NEW 185-LB. EQUIPMENT

Hollywood, Aug. 27.

Hearst Metrotone News Weekly, when it starts on its own Oct. 27, will have the lightest and most modern camera and sound equipment of any of its competitors, and will be able to get in with sound where others have not to date. Equipment, housed in a modern Ford sedan, weighs in its entirety 185 lbs.

The cars, which will be unmarked, have the rear seat ripped out and a raised wooden floor for the tripod and a new Akeley camera, with a small blimp covering to eliminate sound, set on it to shoot at any angle necessary. They also have four boxes, weighing about 20 lbs. each, containing the battery and other sound equipment. On the roof of the car there is a camera base to get moving shots with sound.

For shots away from the car, camera and tripod with the sound equipment are taken to the particular location and set, with no cable attachments being necessary for the sound as wet battery is used for that purpose.

First of these cars, of which there will be 10 for key cities, was driven here from New York in six days by Joe Hubbell, head of the bureau here, and will be put into operation when the split from Fox takes place. Los Angeles will be only place on Coast having this equipment and, in other cities outside of the 10 keys, silent shots will be made with sound later dubbed in, excepting should event be so important that machine and sound equipment would be dispatched to these points.

Also figured that with car looking like regular passenger machine and unidentified it will get news events in difficult spots without attracting attention.

Although Fox and Hearst part Sept. 1 they leave with an understanding. Fox is submitting to a handicap of a month, which means it will not release its reel in new dress, with the Stallings-Thomas pressure, until Oct. 1.

Around the Fox plant the only explanation is that the boys don't want to be considered mean and want to give the young reel (Hearst) a growing chance. After all, they remind, the Hearst reel was a pretty good thing for Fox financially, while it lasted.

Shirley's 'Meal Ticket'

Hollywood, Aug. 27. Byron Morgan, who just finished work on the screen play of 'Hell in the Heavens', at Fox, remains with the company to collaborate with Sam Wintz on treatment of 'Meal Ticket', which will star Shirley Temple.

Story is an original by Gene Towne and T. Graham Baker, and Al Rockett will produce the picture.

Mono Meet in L.A.

Los Angeles, Aug. 27. Monogram will hold its 1935 sales convention at the Hotel California. Decision was reached by W. Ray Johnston and Trem Carr last week prior to Johnston's departure for the east.

Hollywood, Aug. 27.

A group of 24 westerns and five serials will be produced for the independent market during the coming year by Adventure Pictures, a new outfit to be bankrolled 100% by Phil Gladstone.

Bud Barsky will have charge of production activities of the company, which moves into the International Studios, with latter to get a new name immediately. Present leasing tenants of the plant have been given notice to find other quarters in outside studios.

Adventure Pictures is based on a partnership arrangement between Barsky, Gladstone and Ralph Lake. Gladstone re-enters the independent market with his financing by agreeing to put up all of the money necessary for the pictures. Lake supplies his studio and all equipment, and Barsky will have free rein in making the pictures.

No other financing will be associated with Gladstone in the venture, although Gladstone tipped off locally that the company was the first which was to be financed by Agfa through the reported fund of \$2,000,000 the raw stock firm had set up for advancing money to independents using the new Agfa film.

Distribution of the Adventure product will be through franchise arrangements with state right exchanges. It is expected that Barsky will make a tour of the country to line up distribution during the coming month.

Barsky returns to the independent field after a lapse of several years, during which time he produced a group of pictures for Tiffany, and the silent series of Tim McCoy westerns for Metro. During the past two years he has been a production exec at the latter plant.

5 Broadway Cinemas Stenched; Cohan's Vigilante Trailers

Stanley W. Lawton, operator of the indie grid Cohan, one of five Broadway picture houses victimized in stenched-bombings last week, is making a public appeal via his own screen for aid in stamping out vandalism.

A trailer run off at every show at the Cohan, commencing this week, advises the customers of the modus operandi of bomb tossers and offers \$500 reward for any info leading to arrest and conviction.

Calling the theatre bombers "baker racketeers," the trailer reads, in part: "We would like to enlist your assistance in detecting those who commit these outrageous deeds, for you can help up by notifying any employee of this theatre of your suspicion in this connection. The fluid is usually carried in a small container, which is quietly placed on the floor and uncorked stealthily or pops automatically and forces the cork out. Many times detection is possible by a faint odor escaping from the corked container even when it is in a package. In the pocket of one of the racketeer's agents, who may be either man, boy or woman."

In addition to the trailer, Lawton has made a press release announcement of his engagement of plain clothes detectives of both sexes to circulate among the audiences for clues. This is the customary procedure for theatres but not usually announced.

Other Broadway houses stenched-bombed during the week were Mayfair, Criterion, Paramount and State. A New York police department ruling made last week limits unions to sale of tickets at any one time per theatre.

J. A. BALL RETURNS WEST

Hollywood, Aug. 27. J. A. Ball (color) director of Technicolor, returned from a three-week trip east today (Monday). He headed to New York to confer with Dr. H. T. Kalmus, president of the company, when the first deal with Technicolor was made and by the time of Technicolor product in picture.

STYLIE PAR REORG. PLAN

Par's Legal Bill May Mount Up to \$3,000,000; Now at Rate of 10G a Wk.

Newly sought interim allowances and disbursements by Paramount trustees, lawyers and others in the Paramount-Public situation amounting to \$720,751.26, comes up for creditor consideration at a special meeting called for the afternoon of Sept. 15, in the office of Special Master John E. Joyce, 70 Pine street, New York City.

The Paramount trustees seek personal fees of \$100,000 each or aggregately \$300,000. They are Charles E. Richardson, Charles D. Hilles and Eugene W. Leake.

The biggest single allowance sought is by the law firm of Root, Clark, Buckner & Ballantine. Firm is counsel to the trustees and asks for an interim allowance and disbursement charge of \$353,771.59, of which the fee item sought is \$350,000.

The Root firm, and Hilles and Leake, seek interim fees for the 14 months from April 19, 1932, to June 15, 1934. Richardson seeks a fee from May 19, 1933, to June 15, 1934, or 13 months. On this basis, Richardson's services may be considered to be rated slightly higher than those of Hilles and Leake.

Cravath, deForsdoff, Swaine & Wood, special counsel to the trustees, seeks \$10,000.45 in fees and expenses for work done between Oct. 28, 1933, to June 16, 1934, in the case of Quittner against Paramount-Public, which concerned certain anti-trust charges against the P-P firm.

Chis, S.F., N.O. and Points West. The Chicago law firm of Sonnen-schein, Herkman, Levison, Levinson & Morse, asks for \$5,043 in fees and expenses as counsel to trustees in the matter of Paramount-Public versus Louis L. Marks and Meyer Marks, to recover \$146,085, via the Chicago Federal Courts.

The Prisco law firm of Pillsbury, Madelon & Sutro asks for \$7,500 in connection with services from Jan. 4, 1934, to June 16, 1934, in connection with the protection of the trustees' interest in certain P-P subsidies in and about Prisco.

The New Orleans law firm of Rosen, Kammer, Wolff & Farrar seeks \$338.38 in fees and expenses, from July 7, 1933, to June 16, 1934, in connection with a suit by the State of Louisiana against P-P.

Various accounting firms ask for an aggregate fee of \$44,977. Largest item of which is sought by Barrow, Wade, Guthrie & Co., of New York, amount to \$22,578 for services as special accountants to the trustees in connection with an investigation relating to certain purchases in 1930, 1931 and 1932 by P-P.

Price, Waterhouse, wants \$15,238 for services as general accountants to the trustees from April 22, 1933, to June 16, 1934.

Arthur W. Teale asks for \$1,893 in connection with services as special accountant to the trustees on stock repurchasing agreements by Paramount in connection with certain theatre properties.

For a similar reason as Teale's and that of Barrow-Wade-Guthrie, Frederick H. Hurdman asks \$1,100 for services as special accountant to the trustees.

Arthur Anderson & Co., New York, as special accountants to the Par trustees asks for \$1,178 in connection with services rendered in the various controversies between the trustees and the Allied Owners Corp.

Abraham A. Heitman and Joseph Levison ask for \$300 for services to the Par trustees in connection with the appraisal of the stock of the South Broadway Building Co. and the claim against such company owing to the trustees.

These fees which are sought presently are new and additional to \$155,950 in fees and disbursements already allowed to certain of the same parties and to others, arising out of services in connection with the primary P-P equity receivership situation.

Among the latter sum is \$75,000 to the Root firm, \$15,000 to the Cravath

firm; Charles D. Hilles, \$20,000, law firm of Rosenberg, Goldmark & Colvin, \$10,000; Price, Waterhouse, accountants, \$450; and the Sonnen-schein Chi. law firm, \$250; and other attorneys who have received aggregate fees of \$24,550 for services in ancillary receivership instances.

From these figures it seems probable that the ultimate fee costs in the Paramount situation may run to around \$2,000,000 before everything is cleared.

Fees which outside lawyers and parties may be receiving from outside parties to the Paramount situation may tilt this figure to \$3,000,000, although not all of this may be borne by Paramount itself.

Figured on a weekly rate, judging from present aggregate fees sought, the weekly lawyer expense to Paramount may be running to around \$10,000 weekly, according to estimate.

There are 47 partners and associates of the firm of Root, Clark, (Continued on page 42)

Chi Legion Council Bans 46 Pix Out of 234; Gives Clean Bill to 88

Chicago, Aug. 27. Chicago Council of the Legion of Decency last week issued a general ban of 434 pictures. Rated 38% as okay for general consumption, 40% as being objectionable in spots and 22% as entirely unfit for Catholic patronage.

Eighty-eight pictures were given a clean bill of health.

Films banned entirely are:

'Affairs of Gentlemen,' 'Cellini,' 'Ariane,' 'Back Street,' 'Born to Be Bad,' 'Catherine,' 'Dr. Monica,' 'Fighting Lady,' 'Finishing School,' 'Fox Over Frisco,' 'Girl from Missouri,' 'Girls for Sale,' 'Glamour,' 'Good Dame,' 'Hat, Coat and Glove,' 'He Was Her Man,' 'It Ain't No Sin,' 'Jimmy the Gent,' 'Laughing Boy,' 'Kiss and Make Up,' 'Vergle Winters,' 'Lazy River,' 'Men in White,' 'Merry Wives of Reno,' 'Modern Hero,' 'Morals for Women,' 'Nana,' 'Narcotic,' 'Notorious But Nice,' 'One More River,' 'Human Bondage,' 'Picture Brides,' 'Playing-nurse of Desire,' 'Registered Nurse,' 'Riptide,' 'Road to Ruin,' 'Sadie McKee,' 'Scarlet Empress,' 'Side Streets,' 'Sisters Under Skin,' 'Smarty,' 'Springtime for Henry,' 'Tomorrow,' 'Children,' 'Trumpet Blows,' 'Trouble in Paradise,' 'Uncertain Lady.'

ZUKOR BACK TO N.Y.; NO PAR STUDIO CHANGES

Hollywood, Aug. 27. Adolph Zukor is returning to New York within two weeks for a month or two.

During his sojourn there no major personnel studio changes will be made.

See F-WC Windup

Los Angeles, Aug. 27. Hope for a speedy windup of the Fox West Coast bankruptcy is seen in the arrival here of Atty. Ralph Harris, of Hughes, Sherman & Dwight, N. Y. attorneys for Fox Film.

Harris expects to be here for several weeks, checking up on the F-WC situation.

HAMMONS' VACASH

Earl W. Hammons, head of Educational, departs on a Labor Day cruise to the Bahamas. 'Trip is to shake off a summer dold and treat himself to his first vacation in about 10 years. He will be on the water two weeks.'

2 BOND SERIES WERE ALL SET

But Legal Captiousness Suddenly Crops Up to Throw Reorg. Progress for Maybe a Year's Loss—Review of Paramount's Improved Position on Production, Distribution, Exhibition and Foreign

INCOME IS UP

In the past few days Paramount has moved from imminent reorganization to indefinite delay. Any hope which may have been entertained by creditors for an early reorganization of Paramount looks to have been shattered by legal captiousness.

Extreme doubt of an early Par reorganization has now even been expressed in Par trustee quarters.

Back of the trustees' doubts there appears to be the action of counsel. In consequence creditors are known to be upset over the continued delay in reorganizing the company and threaten to revolt against the entire Paramount picture.

It has been determined that prosecution of any reorganization plan for Paramount lies almost entirely with what attitude the downtown law firm of Root, Clark, Buckner & Ballantine may assume as counsel to the trustees.

Other attorneys are stated to be involved in the delay which is being experienced in reorganizing the company.

Not all of the angles which are causing the delay are known. That reorganization of the company will be delayed indefinitely is clearly envisioned by one salient instance at least. This comes in the proposed litigation between the company and the 12 banks connected with the \$12,000,000 negative holding case.

Settlement of the issues out of court with the banks could save the company many months of effort and time, besides fees. Litigation of the case may take many months and even a year or more. (Continued on page 46)

New Season's Pic Prod. Standards See Many Economies, Principally On Scripts, to Offset NRA Costs

Two-Way Fishing

Hollywood, Aug. 27. Sidney R. Kent, after a look-around at Fox, is off on a piscatorial adventure with the minnows. Kent, while at the studio, probed over-production costs.

WANGER INDIES PROBABLY VIA PAR RELEASE

Walter Wanger embarks on his own production works around the middle of September. He will produce independently, although a major company releasing arrangement via Paramount looks set. The former Par production chieftain will probably make six films, two of which will be produced in London at the new studios which Alexander Korda-London Films are building in England. At least one of Wanger's films will be in Technicolor.

Likelihood appears Wanger will release through Paramount, although no deal so far concluded. Another possibility on the releasing end looks to be United Artists. There is some talk that ERPI may partner on the financing of the Wanger product; that, too, isn't yet set.

Wanger will produce on the Metropolitan lot, Hollywood.

First picture to go into work in September, 'The President Vanishes,' is primed to be on the screens around election time in November. 'Private Worlds,' Phyllis Boylston's best seller, is slated for his second film.

Among the talent Wanger has tied up for his pictures are Ann Harding, Peggy Conklin, Charles Boyer and Henry Fonda.

Producer has been east for more than a week lining things up, and probably will return to the Coast before the week is out.

Zanuck Outlines 10 for 20th Cent. Costing \$6,500,000; 1st in 3 Weeks

Hollywood, Aug. 27. Returning after two months abroad, Darryl Zanuck has announced a program of 10 features for 20th Century to be budgeted at a total of \$6,500,000. This is \$2,000,000 more than was spent for last year's program of 12 features.

First picture is not set, but is to start in three weeks. Nine of the 10 features were named by Zanuck. There is also no definite limit on negative cost.

20th Century will use stars, directors and writers from Alexander Korda's London Films under an arrangement for interchange of contract people made by Zanuck while in London. Merle Oberon is one of the British names to come here.

The nine titles announced are 'Polles Bergere,' musical, 'The Mighty Barnum,' starring Wallace Beery; 'Clive of India,' starring Ronald Colman; 'Cardinal Richelieu,' starring George Arliss; 'It Had to Happen,' starring Constance Bennett and Clark Gable; 'Red Cat,' starring Fredric March; 'Forward March,' 'Old Folks at Home,' from the London play by H. M. Harwood; and 'Call of the Wild,' Jack London's story.

Big July '34 Amus. Gain

Washington, Aug. 27. Theatre admissions showed a gain over 1933 during July, according to Government admissions tax collections which bounced upward more than \$70,000 this summer.

The Government's share of the box office take was \$1,016,163, as compared with \$972,627 in July, 1933.

Par's Author Roster Heaviest in 5 Years

Hollywood, Aug. 27. Paramount is currently carrying a heavier slate of writers on its payroll than at any time in the past five years. Last includes 71 scribblers, with 30 on term contracts. Director for 10 in up with 23 currently on tap. Playwrights, comprising those on term contract or on parts for limited number of pictures, total 78.

Major production is sufficiently far into the 1934-35 season for home offices, to make some calculations and cost comparisons with the year just passed. Conceding that 1933-34 was an abnormally low cost year, that economies were enforced which, in some instances, worked a hardship on production, company heads nevertheless maintain that the new year finds even further slashings in some Hollywood departments.

The most glaring example of post-depression economy is already being reflected in the story end of production. Company heads declare story costs, whether they are for a best seller, play or original story, are averaging 50 percent under what they were receiving in cash for screen rights a year ago. While majors were skimping and bankers during the moratorium year many of them were still paying out \$50,000 for two or more stories in their 1933-34 line-up.

\$10,000 Average for Scripts
The new year finds this marked change. Industry leaders assert that \$25,000 is top for screen material, and that on an average \$10,000 is being considered among the majors as good money for stories of the better calibre.

Such savings, as these, it is pointed out, enable companies to meet increased NRA labor costs and at the same time fatten the budget for the average major production in departments where it is felt most needed.

Improvement in national box office receipts, as compared to a year ago, is thanked for this relaxing of purse-strings which is characterized in the east as only within the bounds of economic necessity. The picture business money men in the east are still reminding the west that banks are tight, and that sound showman budgetary, not extravagance for a shot in the dark, must continue to be the order of the production day. In their calculations for the year, however, major spokesmen find the salary status of the star and big director untouched—they will continue to draw the old-fashioned, big time money.

As for the NRA instituting any method of standardizing or even controlling star remuneration, company heads shake a negative. They are certain that there will never be any real substitute for the salary clauses in the original film code which were suspended before it became physically effective, despite Divisional Administrator Rosenblatt's second try to Hollywood and his failure to date to announce a substitute to the Code Authority.

Chi Censors OK West's 'Belle'; 'Empress' Gets By

Chicago, Aug. 27. Local censor board last week passed the Mae West picture, 'Belle of the 90s,' without a cut and with a general permit. It quelled a flock of fears among the local industry that the censors would either ban or cut the picture to pieces on general policy.

Censor board further backed up by allowing the other Paramount picture, 'Scarlet Empress,' to get through with cuts and a pink label after having originally banned the picture entirely. However, ex-product is still tied up by the board, and the exchanges are busy trying to get the following picture, 'The Girl from Missouri' (MGM), 'The Monks' (WB), 'Side Streets' (WB), 'Vergle Winters' (RKO).

Sharp and Sturdy Advance in All Amus. Issues as General Tone Of Market Augurs Bullishness

Coincident with the spectacular strength in numerous amusement stocks, the Amusement group advanced sharply during past week. Amusement Group averages climbing 1.395 points as compared with close on previous Saturday. At same time while market was going upwards, Dow-Jones Industrial Averages closing at 55.71 which was 4.85 points higher than the close on preceding Saturday. Averages closed near top which was reached at 56 Saturday.

Market's action was interesting to chart students because stocks pierced the 50-52 level of industrial averages and appeared to be attempting to go through the 56 mark as week closed. Next definite resistance level on upside appears to be around the 58-100 point mark. While there may be some backing and filling during the coming week, it may be expected that this level will come in for a test in the near future. As was stated last week, market had to penetrate 52 level before much could be expected. While industrial averages were going through their important resistance level at 21, as measured in the

edging up, and increase in volume during past week would indicate that it might go higher.

Paramount certificates, which obviously have been under process of accumulation for two or three weeks, came through with a most advance burst of volume on Wednesday sent issue to 34, where it was more than a point higher than the 33-point level where stock was being accumulated. It finished week at 37, where it was five-eighths of a point ahead of previous Saturday's close.

Eastman's New High

Eastman Kodak established a new high for the year on Saturday at 101.35. The favorable earnings statement and suggestion that operations of some of company's subsidiaries would add additional revenue in future probably were responsible for unusual strength in this stock. Issue closed at 101 where it was up 3 points net.

Columbia Pictures certificates also were strong, closing up 2 1/2 points at 30 1/2, the week's high. Loew's preferred also advanced a point to 92. Pathe A went up to 16 1/2 on excellent earnings report for six months but fell back later to 15 1/2, where it showed a net gain of a point. Radio common, which was one of the most active issues on stock exchange during past week, gained three-eighths of a point net, closing at 6 after getting up to 6 1/2. RKO also was strong, rising to 24, where it was up half a point. It closed the week at 24. Westinghouse gained 3/4 points net and closed at 31 1/2.

Technicolor gained 1 1/2 points, and a one point rise to 13 1/2. It closed at 13 1/2, and never slipped below 12 during the week.

Par, WB Bonds

Led by Paramount company's bonds, amusement liens attracted attention throughout week. Paramount-Famous-Lasky 6s made a net gain of 5 1/2 points for week, at one time was 10 points above previous Saturday's close. Certificates of same rose 8 1/2 points. Bonds closed at 45 1/2, and certificates at 48. Paramount-Public 5 1/2s gained 7 1/4 points and closed at 49, while certificates of same advanced 7 1/2 points to close at 48. Paramount-Broadway 5 1/2s also scored a net gain of 3 1/2 points and closed at 39 1/2.

Warner Brothers 6s also were much stronger and gained 3 1/2 points to wind up week at 56 1/2. That is 5 1/2 points near year's high at 55 1/2, where they were up 2 points. Other amusement liens gained fractionally or were unchanged. Loew's 6s were near year's top at close at 101 1/2.

A mixed trend in trade indices marked the week. Power output rose again, going up 0.9% over preceding week and 1.5% ahead of the same week in 1933. Outstanding in reports from various parts of the country was the 3.5% upturn in output in the Middle Atlantic states. Steel operating rate dropped to 21.5% of capacity, a new low for

(Continued on page 54)

1st Runs on Broadway (Subject to Change)

Week of Aug. 31

Paramount—'Cleopatra' (Par) (3d wk)
Capitol—'Chained' (Metro).
Strand—'Dames' (WB) (3d wk).

Rialto—'Crime Without Passion' (Par).
Roxy—'We're Rich Again' (Radio).
Music Hall—'The Fountain' (Radio) (3d wk).

Rivoli—'Building Drummond Strikes Back' (UA) (3d wk).

Week of Sept. 7

Paramount—'She Loves Me Not' (Par).
Strand—'Dames' (WB) (4th wk).

Roxy—'Romance in the Rain' (U).
Music Hall—'One Night of Love' (Col) (6).

Rivoli—'Affaires of Cellini' (UA) (5).

U ADDS 2 MORE STAGES TO HOLD RENTAL BIZ

Universal City, Aug. 27.

To keep its rental business, Universal will build two more sound stages. With another two finished recently, lot will have 15 stages, enough for its own program as well as for outside producers.

Company's larger program this year had kept many regular rental producer's off the lot, due to lack of room. Two new stages will together cost \$90,000.

Dan Rubin Joins Par

Hollywood, Aug. 27.

Dan Rubin starts on Paramount's writer staff today (Monday).

He will work on 'War Is Declared,' to be produced by B. P. Schulberg.

L. A. UA REOPENS

Los Angeles, Aug. 27.

United Artists will reopen its downtown acer Sept. 1, with 'House of Rothschild.'

U. A.'s Four Star, on Wilshire Blvd., is expected to reopen shortly under Fox-New Coast operation, possibly with Fox's 'Caravan.'

L. A. TO N. Y.

Tala Birell.
Frank Capra.
Alfred E. Green.
Richard Halliday.
Ted Healy.
Mrs. Benny Holtzman.
Abe Lastfogel.
Noel Madison.
J. P. McEvoy.
William Morris, Jr.
Sam Ornitz.
Erin O'Brien-Moore.
Robert Shane.
R. C. Sheriff.
Virginia Van Upp.
Lupe Velez.
Johnny Weissmuller.
Jack Whitney.

N. Y. to L. A.

Walter Wanger.

Pathe Exchange Reorg. Plan Calls For a 1-to-20 Issuance of New Stock

Common stock of Pathe Exchange, Inc., will be exchanged for new common in the proposed new corporation on a basis of 1 to 20, according to the reorganization plan as announced. For each share of present common stock, holders will get 1/20th of the new common in the proposed new corporation. Altogether the present common shareholders will get slightly less than 9% of the total outstanding common of the new corporation.

For each present share of Pathe Exchange 8 1/2 pfd., holders are offered one 7 1/2 convertible preferred stock in addition to 5 shares of new common stock in the proposed new corporation. For each share of Class 'A' preference stock of the present company, holders will rate two shares of the common stock of the new corporation.

A special stockholders' meeting to consider this plan has been called for Sept. 11 at 2:30 in the afternoon at the Pathe offices in New York.

The authorized capital stock and shares of capital stock to be outstanding in the new corporation will be:

(a) 7 convertible preferred stock, without par value; authorized, 30,000 shares; to be presently outstanding, 8,043 shares.

(b) Common stock, par value \$1 each; authorized, 2,000,000 shares; to be presently outstanding, 573,700 shares.

In addition to the shares of the common stock of the new corporation to be outstanding, 17,600 shares will be reserved for issue, at a price of \$4 per share, and 2,400 shares will be reserved for issue at a price of \$40 per share.

Presumably this covers the option granted to Stuart Webb, president of the company, to purchase 9,000 shares of Class 'A' preference stock at \$12 per share prior to Dec. 31, 1936, and 9,000 shares of common stock at \$2 per share, prior to Dec. 31, 1937, of Pathe Exchange, Inc. At June 30, 1934, 200 shares of Class 'A' preference stock and 200 shares of common stock had been issued under the option.

An additional 2,027 1/2 shares of common stock of the new corporation will be reserved for stock purchase warrants attached to the \$2,027,000 principal amount of 7 1/2 debentures of Pathe Exchange now outstanding at prices of \$40 per share, subject to adjustment as provided in the indenture under which the debentures are issued.

Warrants as mentioned attached to the debentures entitles holders thereof to purchase 20 shares of the Pathe Exchange common stock for each \$400 debenture held, at basic price of \$40 per share up to May 1, 1935. Thereafter at \$50 per share up to and including May 1, 1937.

The basic price of subject to adjustment in respect of shares subsequently issued.

Dividends in the preferred and Class 'A' preference stock of Pathe Exchange have been paid to Dec. 1, 1927, and Nov. 1, 1927, respectively. As of Sept. 1, 1934, 54 1/2% in back dividends will have accumulated on the 8 1/2 cumulative preferred stock of Pathe Exchange. On Nov. 1, 1934, unpaid dividends equal to \$28 per share on the Class 'A' stock will have accumulated.

This accumulation of unpaid dividends of the classes of preferred stock of Pathe Exchange, if not paid, forestalls possible future dividends on the Pathe Exchange common. The accumulated unpaid dividends of the classes of preferred stock of Pathe Exchange will have amounted to \$7,249,890 as of Nov. 1, 1934. In addition to this accumulation there is an annual current interest ahead of the common stock of Pathe Exchange totaling \$1,635,436.

The preferential position of the Class 'A' preference stock on liquidation, which amounts to \$50 per share in case of involuntary liquidation and \$75 per share in case of voluntary liquidation, renders it impossible for the common stock to receive anything on any liquidation until a total of at least \$12,151,150 has been paid to Class 'A' preference shareholders in full.

The capital structure of Pathe Exchange, Inc., presently is as follows:

Class of security—7 1/2 sinking fund debentures, maturing May 1, 1937; authorized, \$10,000,000; issued, \$6,000,000; outstanding, \$1,917,600; outstanding, \$2,027,500.

Class of security—8 1/2 preferred stock; authorized, 30,000 shares; issued, 16,909 shares; outstanding, 8,043 shares.

Class of security—Class A \$4 preference stock, authorized, 500,000 shares; issued, 251,850 shares; in treasury, 8,866 shares.

shares; outstanding, 240,829 shares.

Class of security—Common stock—Authorized, 2,000,000 shares; issued, 562,240 shares; in treasury, 2,155 1/2 shares; outstanding, 948,781 shares.

All but 30 shares of the Class 'A' preference stock held in the treasury, and 8,866 shares of common and unused common stock of Pathe Exchange are under option over a period of years, as aforementioned to Stuart Webb, president of the present company.

The capital of Pathe Exchange as of June 30, 1934, is represented as follows:

8 1/2 preferred stock, \$804,300.00
Class 'A' preference, 245,022.00
Common stock, 918,781.00
Capital surplus, 1,753,326.27

Total, cap. and surp., \$5,569,430.27
Less deficit, 4,928,763.53

Net worth on books, \$640,666.74

Capital surplus, \$2,532,447 arising from a write-up of stock of DuPont Film Manufacturing Corp. to the so-called 'Directors' Valuation' in 1931.

The write-up reflects carrying the notes of Radio-Keith-Orpheum at face value in the amount of \$1,696,549.81. Actual worth of these notes is not known. It may be assumed, however, that the net worth figure would be reduced substantially should the books be adjusted in that respect.

The capital surplus of \$7,573,326.27 includes \$4,532,447 arising from write-up of stock of DuPont Film Manufacturing Corp. to the so-called 'Directors' Valuation, in 1931. Without this write-up and even reducing the value of the RKO notes, the accounts of Pathe Exchange would show an impairment of capital of approximately \$1,000,000.

It is also believed that because of the present operating deficit, as shown, even the present Class 'A' preference holders are considerably removed from any possibility of receiving dividends within any reasonable time.

After consummation of the plan, the only dividend requirements ahead of the common stock of the new Corporation would be the annual dividends payable of the 7 1/2 convertible preferred stock of \$53,301.

There will be no certificates issued under the plan for fractions of shares of common stock. In lieu thereof scrip certificates which may be in bearer form will be issued subject to provisions of the Board of Directors. Such certificates for fractional shares only will not entitle holders to exercise voting rights as stockholders or to receive dividends or exercise any other of stockholders.

The new corporation also will be authorized, under the plan, to issue collateral secured notes to the aggregate principal amount of \$4,000,000 at any time, outstanding, without interest, and convertible into common stock of the New Corporation, upon terms as shall be approved by the Board of Directors of the New Corporation.

It is held that under present conditions of Pathe Exchange, the issuance of a convertible security cannot be had.

The notes to be issued by the New Corporation would be devoted to retirement of the \$2,027,500 principal amount of outstanding 7 1/2 Sinking Fund debentures maturing May 1, 1937, which is to be assumed by the New Corporation, and also

(Continued on page 54)

E-K'S \$1 CAMERA, HALF-YEAR 55% GAIN

Rochester, Aug. 27.

Eastman Kodak is about to market a new midget camera for \$1 in the hope of stimulating a large increase in amateur picture shooters. It takes eight 1 1/2 x 2 1/4 inch pictures which can be enlarged. Like the box camera all it requires is sighting and snapping. Weighs only a few ounces and except for lens, shutter and metal fittings it is entirely a moulded product.

Half year report of the company shows 55% gain in net profit over last year. Net earnings were \$6,213,804 against \$4,348,624 with an additional item this year of \$531,872 profit on sale of securities. Total operating income for the first half of this year was \$10,642,250 against \$8,486,531 last year.

Aaron Jones Acquires 2 More Loop Houses as New Circuit Spreads

Chicago, Aug. 27.

Two loop houses, the Monroe and the Clark (formerly the legit Adelphi), were taken over last week by Aaron Jones and his two sons, Aaron, Jr., and Johnny, or the firm of Jones, Linick & Schaefer. With the acquisition of these two theatres, Jones steps into the numerical supremacy of the loop situation, for years held by Balaban & Katz.

Jones now has in the loop: Monroe, Clark, State-Lake, Woods, Rialto, LaSalle. One Nov. 1, from all present indications, B&K will return the ace McVickers to the Jones management, which will boost the Jones holdings in the loop to seven. Jones recently had the Majestic but

has turned it over to N. S. Barger for individual operation.

Not only is Jones set for strength in the loop situation, but he is after a number of theatres in arc situations in the various neighborhoods. Jones office hopes to be operating some 20 theatres in the loop and major nabes situations by Jan. 1.

In the loop Jones is strengthening his front by shifting the Rialto from burlesque to vaude on Aug. 31. Jones tried vaude about two years ago but it was a mix-up on policy and budget. Jones goes in this time with split-week vaude at 25c top. It will be backed up by his vaude film State-Lake. Jones is also considering switching the policy of the Woods from subsequent flickers to first run. Woods was formerly operated as a first runner by RKO.

NRA CLASSIFYING OF PIX

C.A. Must Continue Setting Pace On NRA Pic Code Interpretations; See No Reopening of Code This Yr.

With opinion within major ranks as divergent as within the independent field on film NRA matters, indications now point to no general reopening of the picture code this year.

From the clamor, as revealed by a canvass of all branches of film-dom, it looks fairly certain that the course to be pursued in ironing out the various seemingly unintelligible aspects of the code will continue through the presidential medium of the Code Authority rather than by means of another code battle in Washington.

This belief has been gaining strength but it cannot yet be called representative because hardly any two film executives see it the same way. Some of the neutral NRA aides still feel that the only solution is vested in an immediate reopening of the code. Nevertheless reminders of those pioneer code days in Washington, in that each faction had its own pet grievance and was blind until action was taken to conciliate, is militating against a repetition of those Washington sessions. Unless the Government, itself, now determines the code shall be sent back to the operating room—and industry authorities say there are no indications it will—the Code Authority will likely continue its complex job of untangling the knots and making clauses nationally interpretative.

Grave Ignorance:
Not one person in a thousand in the picture business has, even today, a clear conception of the code, the head of one major company and a high codist maintains. Therein seems to lie one of the principal NRA difficulties from the start—ignorance.

No one, it is revealed, has yet availed himself of the expedient for reopening, also covered in the code. A petitioner has to ask the Code Authority. If it refuses he must go to Deputy Administrator Sol A. Rosenblatt, and from there to NRA Administrator Hugh S. Johnson and finally to the President.

Anyone who succeeds in reopening the present document must be prepared to weather a flood of recommendations from all sides. While certain leaders say of the major companies as a whole that they likely would not put up a fight to keep the present code or have it thrown out, all most certainly would enter the fray were the code subject to reconstruction in Washington. Then, they maintain, every side would claim it is getting a "raw deal" under the Eagle.

Criticism of the Code Authority, charges that it suffers from a timidity complex and pulls its punches, also that there are too many ifs, ands and buts in the present code, gets on the record from major trade association headquarters. There the feeling is that if the C.A. tightens up there will be little need for general reopening, otherwise yes.

But certain majors on the C.A. deny the Authority is timid. Their answer is that the code has been administered in the spirit of the code, and continuance of such policy will prove that the present code provides all that is necessary for fair NRA legislation of the business.

Would Test a Year
A national exhibitor leader, whose political status is questioned by other independents, is against reopening at this time, feeling that the industry should bear with the NRA on the present formula until the year is out.

A strong eastern spokesman for eastern exhibitors privately maintains:

"The collective buying of chain theatres has not been restricted, and the independent exhibitor is in the same spot he was before the code."

cial burden on the boxoffice that will be more difficult for independents to absorb, because they have received no national relief of any consequence from their complaints against unfair trade practices.

"To all intents and purposes, so far as the film industry is concerned, the only change in conditions effected by the NRA is that in labor as to hours and wages. Other than labor the balance of the code might just as well not have been written."

This leader predicted that the real resentment of exhibitors will likely be reflected in their contributions to NRA support for the second half of 1934. He pointed out that although membership recruiting had been reopened less than 400 of 2,500 exhibitors who refused to accept the Eagle in the first poll have signed.

In the estimation of this leader, Deputy Administrator Sol A. Rosenblatt should be the man to reopen the code and demand an accounting of the C.A. for the first eight months of NRA's life in film-dom.

And the adviser of another national exhibitor organization, the only one to widely publicize his proclamation, calls for a Congressional investigation of the entire code and its setup.

While NRA aides believe that the code should be aired to correct what they see as various structural defects involving the law, they blast other opinions from the field that the code is just so much paper.

Through the code to date the industry has placed itself in a position to save itself millions of dollars yearly.

That this overbuying relief, observing even the C.A.'s latest ruling that a defendant who attempts to beat the decision to the gun by using up additional product while it is being appealed can now be soundly spanked by the C.A. and lose more product than was originally intended when the higher court acts.

And they refer to the recent ruling of the C.A. describing all forms of bank nights, etc., as a violation of the code.

And so it goes.

I.T.O. of Southern Calif. Repudiates Berinstein

Los Angeles, Aug. 27.
Revamped zoning-clearance schedule as set up here following a month of protests and objections by exhibitors, both circuit and indie, does not come up to expectations of the rank and file of the Independent Theatre Owners of Southern California, who are losing it into the discard.

Plan would be to revert to the Fox West Coast protection sheet, which regulated clearance in this territory for the past two years.

Indie exhibitors take the stand that no zoning would be preferable to the schedule as finally adopted by the z-c board, and which is now the subject of controversy before the C.A. in New York.

Ben N. Berinstein, president of Associated Exhibits, indie organization affiliated with MPTOA, who went east by plane Wednesday, in an effort to induce the C.A. to take speedy action in reviewing the I.T.O. setup, prior to his departure announced he would represent all indie exhibitors in the east. ITO body, however, following its reorganization last Friday, went pretty solidly on record as opposing any part of the z-c schedule as just promulgated, and C.A. has been advised by wire that this organization has no representation in New York.

F-WC protection sheet was a form of clearance demanded by the theatre circuit, and against which most of the indie objections of the past year or so have been directed.

MPPDA OVERRULE KIDS-ADULTS IDEA

Directorate Vetoes Hays
Proposal of Further Concessions to Crusaders—
Breen's Review Board
Believe Sufficient Morals'
Guarantee

EXHIBITS OPPOSED

There will be no classifying of films at the box office. Flatly turning Will Hays down on this additional concession to crusaders against the industry, the directorate of the Motion Picture Producers & Distributors of America, Inc., according to film leaders, feels that it is already co-operating with Hays to a full extent in submitting major product to complete scrutiny and rigid censorship of his own enforcement machine.

Directorate conviction is that if Hays keeps the machinery, for which he asked and which it granted, in order, there should be no reason for the head of their trade organization being concerned whether a picture is suited for an adult or a child—that the very fact it finally receives a diploma from the Breen plant is sufficient to give it a clean bill of health.

A volley of directorial 'noes' were leveled at Hays almost before he had completed the outline of his latest conciliatory move. Various film leaders have subsequently been critical of Hays, contending that in his position he should have known better than to give such a proposal even his own serious personal consideration.

In political circles it is known that parts of the Hays Office even a year ago were entertaining the theory of separating audiences. Before Hays publicized his letter and the reply of Archbishop McNicholas, the classification idea was gaining momentum in Hays' own circles. It was reported that the Studio Relations Committee was considering means whereby Breen could designate pictures for adults or children as he put them through.

Had Hays not been silenced by his own directorate, the classification system would have been doomed at the theatre. This is evidenced in the reaction of exhibitor

(Continued on page 51)

NRA Shakeup Seen; Rosy Ups, but May Go Out Also if Johnson Scrams; Farnsy Would O.O. All Amus. Codes

Rosy Calls Brandt On N.Y. Globe's Throwaways

Washington, Aug. 27.
Claims of Harry Brandt, operator of the Globe theatre, New York, that use of throwaways had been approved by Divisional Administrator Sol A. Rosenblatt drew an indignant denial this week from the NRA exec.

Insisting that the question of whether Brandt violated film code clauses by distributing "service-charge passes" must be settled by the New York grievance board, Rosy declared, "I never gave any such authorization. In fact I haven't talked with Brandt for a long time. This is a matter for the grievance board to determine under the code of fair competition for the motion picture industry. I never made any statement prejudging the case whatsoever."

Rosy declined to comment on legality of practice used by Globe and assailed by the Rosy, beyond referring to code provisions.

NRA Will Reverse On Premiums If Pix Biz Wills It

Washington, Aug. 27.
Widespread pleas for suspension of film code ban on distribution of premiums will be considered if, as, and when concrete proposal for modification or deletion of code clause is submitted to the National Recovery Administration through the film code authority.

Indicating such a request will receive sympathetic treatment, Divisional Administrator Sol A. Rosenblatt asserted the NRA is without authority to blue pencil code clauses except at industry's suggestion.

"If the industry wants that section removed, we would be glad to take it out," Rosy said. "It was proposed by the industry and we would be perfectly willing to follow their wishes."

Washington, Aug. 27.
Another new section in charge of amusement enterprises may be created in the National Recovery Administration in the forthcoming shakeup, it was indicated last week, but details of reorganization remain pretty much in the air.

Promotion of Deputy Administrator William D. Farnsworth to post in charge of all amusement codes is thought likely, while indications point to boost for Divisional Administrator Sol A. Rosenblatt to supervisory job of greater importance and influence than his present spot.

NRA will be organized on semi-military basis, with all parts re-grouped on more logical pattern, according to present plans, but so far no particular place for amusements has been found in the tentative grouping.

Plan for creation of five "sectors" somewhat the same as the existing divisions; under each sector boss will be varying number of divisions based on the 22 logical "clusters" of industry; these will be broken up into sections and smaller brackets, where code enforcement and administration details will be handled. Divisions will correlate codes for related industries, while sectors evolve particular policies for various industrial and business fields.

Whether amusements will be part of one of the 22 "clusters" or just drag along like a fifth wheel, as was done last year when the division type of organization first was adopted, remains to be decided.

Rosy Top Boss, Farnsie Aide
Outlook is that Farnsie will boss all amusements directly, but he under Rosy as the top boss. In this event it is conceded that Rosy may be replaced on film Code Authority by his man Friday, although he unquestionably will continue to regard film pact as his own baby.

Transfer of radio code to present communications section is believed likely, if for no other reason than to facilitate tieup between NRA and Federal Communications Commission. While it is admitted that broadcast code does not cover the important point-to-point type of radio business, NRA executives fail to see why broadcasting should be considered a form of entertainment and not a type of communication. Might possibly end up in company with advertising codes, but more likely that it will go to Deputy Administrator A. Roosevelt Peabody, who is bossing telephone and telegraph industries without much success.

Duration of Gen. Hugh Johnson's stay with Blue Eagle is highly speculative topic, and conjecture about fiery ex-courtesy officer's departure also has included discussion of Rosenblatt's plans. Repeating his frequently-issued denial that he intends to go soon, Rosy said last week it is a safe assumption that when the General leaves he will follow shortly after.

First indications were that General, while wanting to get back to private business immediately, would be willing to stick around until reorganization has been completed, or about the end of the year, but new developments the past week suggested that President Roosevelt may find it expedient to release the gruff Eagle tamer within the next month or six weeks.

BARTH QUITS COSMAN

Hollywood, Aug. 27.
Gus Barth has resigned as sales manager for the coast office of J. T. Cosman, Inc., American distributor of Gaebert raw film. Sidney Cohen, formerly with United Artists, steps into the spot.
Barth swings over to the staff of C. King Charney, distributor of Agfa, who opened local offices last week.

Pros and Cons on Rosey Being Widely Attacked, Others Endorse the Div. Administrator

While Divisional Administrator Sol A. Rosenblatt is being shot at by major as well as independent marksmen, and while some are confidentially shouting "he must go," and others are privately holding him responsible for the aceminally muddled NRA state in film-dom, there are a few others who have a kindly word for Rosey.

One company head, now a member of the Code Authority, who was singled out among all industry representatives in Washington last fall for a compliment from Rosey, is now reciprocating.

This is what he has to say about Rosey:
"He set out to do a good job. And that job was to reconcile the differences which have always existed in the film business. He learned the functions of every department in the industry. More, he soon got the number of everyone in it. I think he has done an amazingly good job, but a very thankless one. The people in the film business overlook all of the things which Rosenblatt accomplished, and remember only what he did not do for them."
A lobbyist for major interests sums up Rosey in this manner:
"Granted; he has a tough job. He made a fine first impression. He has a smart mind. But his main trouble is in snap decisions. He makes a lot of promises that he can't fulfill. A lot of the state-ments he has made have been based on half-baked facts."
Last statement, although coming from major ranks, also reflects the feeling in independent exhibitor ranks which have not as yet publicly clamored for his guffblowing, as have such organizations as Allied Exhibitors.

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Stanley (WB) (3,450; 15-25-40) - 'Man with Two Faces' (FN). Drifting to an ineffectual \$6,000. Last week, 'Notorious Lang' (Par), \$4,500, exonerated.

OUT BURNING IN THE

Loop Biz Boils, Fair Mobs Hop;

Oriental Wow 21G; 'Empress' 14G;

'One River' \$44,000; Palace \$23,000

CHI NABE INDIES
READY FOR STRIFE

4 B'way Holdovers Hold Up;

'Paw' Heads for \$70,000 and

'Cleo' \$55,000; 'Chan' \$27,000

Chicago, Aug. 27.
This is the week which started the big parade of grosses in 1934 during the World's Fair rumble, and history is repeating itself. Business rushed off to a zooming start this week, and indications are for the biggest take in the loop since last September. Business is picking up heartily throughout town, and if the Fair mobs continue their present pace trade should stick this way well into October.
Every theatre is doing well, even those which had been just dawdling along all summer and those with admittedly mediocre attractions. The fever has set in, and it's happy days in Dixie once again.
Oriental and State-Lake figure as the men-up in the race here. Both set to break all admission records this week. Fair this year is attracting bargain-hunters who seek out two-bit rates at these two theatres. And at night, the big mob is top is proving attractive to the low-spenders. Sully Rand is doing the fun act at the Oriental, where five shows daily are the rule. Palmer is selling a bubble dance this year and getting them. Record is topping this week.
Top many of the loop goes to 'One More River' at the Chicago, where the women and the matrons are finding a heart foder. Class picture with female appeal is adding up to sock money at \$14,000. Other class items of the loop is the Veloz and Yolanda act at the Palace, which is also feeling the Fair spurt to rise to its best business in a month of Tuesdays.

Estimates for This Week
Apollo (B&K) (1,200; 35-55-65)—'Scarlet Empress' (Par). House opened on Wednesday (23) with this 'adults only' picture. Reports were weak but business is fine, going to \$12,000 for initial session. Should stick a fourth week at \$10,000. Other class items of the loop is the Veloz and Yolanda act at the Palace, which is also feeling the Fair spurt to rise to its best business in a month of Tuesdays.

Chicago (B&K) (3,000; 35-55-75)
—'One More River' (U) and stage show. Earl Barrett in the show on stage. Picture is the main attraction beyond question, getting excellent reviews and fine word-of-mouth on female and class draw. Headed for last \$14,000, for the biggest money in the loop. Last week 'Man With Two Faces' (WB) managed okay \$36,000.

Garfield (RKO) (2,000; 25-35-40)
—'She Loves Me Not' (Par). Fourth week in the loop and still meaning money. Socked away now \$6,200 on its first hold-over week and now indicates cash in at \$20,000. Powerful \$4,000 for current session.
—Oriental (B&K) (2,000; 25-35-40)—'Kiss and Make Up' (Par) and vaude. Sully Rand in person is attracting business, and the attention dance and gross going overboard at \$21,000. House now doing five shows daily on a grind policy. Last week also closed at \$20,000. For 'Operator 13' (MG) and George Jessel on the stage for his second session.

Palace (RKO) (2,000; 25-35-53)
—'Down to Last Yacht' (Radio) and vaude. Veloz and Yolanda headlining and meaning plenty at the front gate. Business is repeating the excellent trade of the past week, present, with the gross here upping to mighty \$23,000, best mark in months. Last week 'Lady is Willing' (Col) was weak at \$14,300.
—Roosevelt (B&K) (2,000; 35-45-65)—'Treasure Island' (MG) (2nd week). Powerful box-office wallop in this one. Shook the rafters to \$20,300 last week, and is getting 'em in with a shoe-horn, and continuing the smashing pace currently, should stay weakish at \$14,000. 'Dames' (WB) slated to succeed.

State-Lake (Jones) (2,700; 20-25-35)
—'Whom the Gods Destroy' (Col) and vaude. Faith Bacon in person. Only the seating capacity and the low tariff is keeping this gross down under \$20,000. Attendance marks are being smashed regularly. Jamming to \$19,000 currently, remarkable. Last week another record at \$18,100 for 'Let's Try Again' (Radio).

United Artists (B&K-CA) (2,500; 35-55-75)
—MG (2nd week). Galloping along at pleasant pace. Managed healthy \$17,300 on initial ride and currently shows a stability of sticking above \$13,000. Should stick at three-week session on all indications. Count of Monte Cristo (UA) on the books as the next flicker.

MORE UNITS PLAY TACOMA

Stage Shows Help—'Old Fashioned Way', Full Week, \$3,500

Tacoma, Aug. 27.
Heat wave finally struck here, and the fairs as well as resort are drawing some people from town, to the fount of the M. B. Stage Fair.
Stage shows served to pep the b.o. in spite of the counter-lures. 'Cassanova Revolvers' on stage for entire week, at Harlick's Music Box, with 'Old Fashioned Way' (Par) showing that Fields is liked in this burg. Boxy putting 'Penthouse Revue' stage, for three days against the M. B. Stage Fair.

Estimates for This Week
Music Box (Hamrick) (1,500; 25-35)—'Old Fashioned Way' (Par) with 'Cassanova Revue' on stage helping. Set in for entire week, indicated to do \$3,500. Last week 'Here Comes the Navy' (WB) \$3,800, (J-VII) (1,500; 15-25-35)—'She Loves Me Not' (Par) (Fox) then 'Sleepers East' (Fox) and 'Most Precious Thing' (Col) dual, last four days. Will see \$3,300, okay. Last week 'Murder in Private Car' (WB) and 'Hill and Dale' (Col) dual split with 'City Limits' (Mono) and 'Sweden Land of Vikings' at \$3,300, with latter half best.

Blue Moose (Hamrick) (650; 15-25)
—'Their Big Moment' (Radio) and 'I Give My Love' (U) and 'Side Streets' (WB) and 'Kiss and Make Up' (Par) dual, for expected \$1,300. Last week 'Batchelor Ball' (Radio) and 'Man With Two Faces' (WB) and 'Born to Be Bad' (UA) and 'Elmer and Elsie' (Par) good \$1,600, with latter best by good shade.

'CELLINI' LEADS CINCY WITH

\$12,500

Cincinnati, Aug. 27.
'Affairs of Cellini' is the trade bulge currently at \$12,500, with 'Hide Out' in close pursuit at 12 Gs. Cool weather a week-end big booster.

Pair of holdovers from last week, 'Dames' and 'Treasure Island', still magnetizing important money. 'Palace' surprised the film fellows by topping the town last week in a small house and bucking 'Treasure Island' and 'Cat's Paw'. Later flicker followed 'Treasure Island' at the Lyric for another week.

Estimates for This Week
Albee (RKO) (3,300; 35-44)—'Cellini' (UA). Cricks raked through the superlatives to shower this class fare, with an extra sprinkle for Frank Morgan. Sparkling \$12,500 assured. Last week 'Treasure Island' (MG), \$14,000, real loot.
—Palace (RKO) (2,500; 25-44)—'Hide Out' (Col). Popular appeal swinging to \$12,000, sweet. Last week 'Cat's Paw' (Fox) built up to a strong \$13,000.
—Lyric (RKO) (1,500; 30-40)—'Dames' (WB) (2d week). Swell \$7,000, following a remarkable \$14,500 for first seven days and theatre's best big in many months.
—Treasure Island (MG). Regular weekly opening day restored to Saturday. This pic moved over from Albee and pulled \$6,000, nice. Last week 'Handy Andy' (Fox) for four days, rounding out 22-day downtown run, and three days of 'Hat, Coat and Glove' (Radio), \$5,000, okay.

Family (RKO) (1,000; 15-25)
—'Defense Rests' (Col) and 'Call It Luck' (Fox), split. Twice-weekly chances of product resumed here after 10 weeks of seven-day screenings. Fetching \$2,000, all right, same as last week on 'Registered Nurse' (WB).
—Strand (Libson) (1,200; 15-25)—'Where Sinners Meet' (Radio). Favorable notices; a better-than-average \$2,100 in sight. Last week 'Embarrassing Moments' (U), \$2,100.

Allied Forms Buying Group
Despite Opposition of Exchanges—Plans to Out-Wait Distribs This Season—50 Ace Nabe Spots Join

\$1,000,000 FILM DEAL

Chicago, Aug. 27.
After laying low for an entire year, local exhibitors in the Allied organization have suddenly decided to battle the exchanges on the question of circuit buying. Last year the distributors here refused to sell the indie buying groups and forced the various exhibitors to buy individually instead of allowing them the privilege of collective bargaining.

Last week at a special session of Allied top men a buying group was organized, composed of some 50 of the leading Allied exhibitors in this territory. These men voted and pledged to stick together and to buy no product individually, but to force the exchanges to sell to their appointed buyer. The buyer for the new buying group is Jack Rose, who has operated buying groups in the past, having been affiliated several years ago with the James Cosart circuit. In the past year, with the buying groups kicked in the face, Rose has been doing only central booking for several exhibitors.

Besides the exhibitors on the Jack Rose book, the houses which are in on the Midwest Booking circuit are also going into this buying pool. Midwest was originally operated by Floyd Brockell, now deceased, with the circuit having been taken over by Aaron Saperstein, chief of the local Allied organization.

\$1,000,000 Whis

These 50 theatres comprise a total buying power of some \$1,000,000 at present. Circuit is ready to take in about 10 more ace Allied houses but has set up a limit of 50 houses as the top number of theatres to be admitted into the circuit. They feel that over 60 houses would become cumbersome and difficult to handle. Besides, at 60 houses they would top even the largest of the regular affiliated circuits, such as Great States or Balaban & Katz, and they do not wish to become unwieldy.

Formation of the new buying circuit is an out-and-out declaration of war on this question between the Allied exhibitors and the exchanges. Exchanges throughly liked the theatres on this question at the beginning of last year's selling season, with neither threats nor entreaties meaning anything. Aaron Saperstein drew up papers to go to court on the matter and even threatened to go to the NRA board in New York but nothing ever came of it, legal advice being that the exchanges have the right to sell any way they want. And the Allied exhibitors now answer that the buyers have the right to buy any way they want. They state that since it is not a legal affair but a business argument at present, they are ready to out-wait and out-stall the exchanges. It is the question now of which side can out-wait the other.

National Policy

Outcome of the battle here in Chicago will mean the setting of a general policy throughout the country. Exchanges here stated that they would sell only to regularly affiliated circuits, where there was an obvious financial bond between all the houses, and would not sell to houses which merely go out to wield the big stick of buying power. On their side the exhibitors state, if the affiliated circuit can buy for a number of houses there should be no objection of non-affiliated houses getting together for general buying. Battle will be confined strictly to

WASH. OKAY
Harlow's Top at \$29,000—'Ladies' Nice at \$14,000

Washington, Aug. 27.
Harlow's still Harlow at the b.o. Girl From Missouri' is packing 'em in more than ever.
Big news, however, is wow big Fox romped through last week. All-local revue headed by Arthur Godfrey, town's best-known radio celeb, plus steady building of 'Hideout' shot spot to \$32,000, which beats even Penner and Cantor. Only higher gross came with Amos 'n' Andy.

Estimates for This Week
Earle (WB) (2,424; 25-35-60-60)—'Ladies Should Listen' (Par) and vaude. Alitz Mayfair pulling, but pic is just another light comedy; maybe satisfactory \$14,000. Last week 'Man With Two Faces' (WB) took nice \$15,000.

Fox (Loew) (2,434; 25-35-60)
—'Girl From Missouri' (MG) and vaude. Harlow-packing 'em in and Myrt and Marge getting air fans on stage. Should win big \$29,000. Last week 'Hideout' (MG) and local revue sucked \$32,000.
—Keith's (RKO) (1,830; 25-35-60)—'Lady is Willing' (Col). Leslie Howard popularity good draw, but British comedy atmosphere not clicking. Maybe satisfactory \$7,000. Last week 'Jane Eyre' (Col) on strength of novel's rep. o.k. \$3,000.

Palace (Loew) (2,363; 25-35-60)
—'Treasure Island' (MG) (2d week). Headed for nice \$9,000; last week big \$21,000.

Met (WB) (1,583; 25-40)
—'Mr. Sweeney' (WB). Ruggles fans and nice reviews of comedy helping, but not enough to give out-of-the-way spot over fair \$3,000. Last week 'Here Comes Navy' (WB) did o.k. on repeat run from big Earle week.

Columbia (Loew) (1,263; 25-40)
—'Handy Andy' (Fox). Third week on mainstem following two at Palace. Headed for nice \$4,500. Last week 'Charlie Chan' (Fox) took o.k. \$3,800.

'BONDAGE' IN 2 ST. L. HOUSES

\$16,000

St. Louis, Aug. 27.
Though there's not much change from the last week or two, the films here are holding on to the little spurt that occurred then.
Loew's will probably get one of the biggest shares. Even the management there is a little surprised at the opening got by Robert Montgomery film, 'Fox and Ambassadors' (Fox), which is playing identical bills, as they did last week.

Estimates for This Week
Ambassador (F&M) (3,000; 25-35-55)—'Of Human Bondage' (Radio). Look for \$8,000. Last week 'Cat's Paw' (Fox) about \$8,000, okay.
—Fox (F&M) (5,000; 25-35-55)—'Of Human Bondage' (RKO). Twin policy, and grosses \$8,000. Last week 'Cat's Paw' (Fox), same way.

State (Loew's) (3,000; 25-35-55)
—'Hide-Out' (MG). Figure \$11,000. Last week 'Treasure Island' (MG) \$9,120,000.

Missouri (F&M) (3,500; 25-40)
—'Murder on the Blackboard' (Radio), and 'No Greater Glory' (Col). Estimated at \$5,000. Fair. Last week 'One More River' (U), and 'Crime of Helen Stanley' (Col), estimated similarly.

Shubert (Warner) (2,000; 25-35-55)
—'She Loves Me Not' (Par), and 'Housewife' (WB). Smacks \$10,000. Last week 'Here Comes the Navy' (WB), and 'Ladies Should Listen' (Par), \$12,000.

Still geared with the unusual momentum of opening product for the new season, Broadway film houses continue to amble satisfactorily this week. All ace spots are holding their features over except the Capitol.

Cap goes artistic this week. Stage has been turned over to Fokine's Ballet, which did very big in the open air concerts at the Lewisohn Stadium. However, not so strong reports on the theatre end and with 'Hideout' the film Cap looks under \$25,000 currently.

Of the five new films which opened auspiciously last week, four continue at a strong pace on the holdover.

On its second week, 'Cleopatra' at the Par, is the strongest on the Street. Looks like a big \$55,000. Picture's first week was \$68,000. 'Bulldog Drummond' is heading for \$29,000 on its second week at the Rivoli, good, but will exit after a third week to make way for 'Cellini'.

At the Music Hall 'Cat's Paw' is holding up abnormally well and stands a good chance for \$70,000. 'Strand and Dames' will be near \$30,000 on the holdover and picture is in for four weeks.

Last week it was estimated that these five pictures would gross a total of \$262,000. Following the close of those first weeks figuring is that the quintet approximated \$262,500 with four of the five current as holdovers.

It is worthwhile to mention in connection with Broadway film matters generally about the upholding of the grosses at the Romy theatre. For consistent weekly profit, from a comparative angle, the Romy during the past two months has been equalled only by the Music Hall.

Estimates for This Week

Capitol (5,400; 35-75-85-110)
—'The Hideout' (MG) and stage show. Stage is 'The Way' (MG). Not very often that a Metro picture lands in the Mayfair. Should do average here. Pretty bad for 'She Was a Lady' (WB), which opened yesterday (Monday) at \$4,000.

Palace (1,700; 35-50-60-75)
—'Hat, Coat and Glove' (Radio) and vaude. Weak \$4,000. Last week was hardly better at \$3,500 for 'One More River' (U).

Paramount (3,561; 35-55-75-99)
—'Charlie Chan' (Par) (2d week). This deffile opus is doing excellently. Will hit \$55,000 after a tremendous \$68,000 on its first stanza, better than expected.

Rialto (2,000; 35-55-65)
—'Straight Is the Way' (MG). Not very often that a Metro picture lands in the Mayfair. Should do average here. Pretty bad for 'She Was a Lady' (WB), which opened yesterday (Monday) at \$4,000.

Rivoli (2,500; 40-65-75-85)
—'Bulldog Drummond' (UA). At \$29,000 for the current week, could attempt a third week, but must make way for 'Cellini' (UA) heading in next week. Picture closed its first week better than expected at \$37,300.

Roxy (2,000; 25-35-55-65)
—'Charlie Chan' (Par) (2d week). This deffile opus is doing excellently. Will hit \$55,000 after a tremendous \$68,000 on its first stanza, better than expected.

State (2,200; 35-55-75)
—'Hide-Out' (MG) (2d week). Figure \$11,000. Last week 'Treasure Island' (MG) \$9,120,000.

Cook and Lake Counties, which means the Chicago metropolitan area. Downtown Allied exhibitors will not be in on the buying circuit.

Mpls. Itself Again with Martial

Law Over; 'Treasure' Fifty \$10,500

Minneapolis, Aug. 27. Better feeling all around here now with the teamsters' strike and martial law ended. With thousands returning to their jobs and business normal again, box-office prospects have brightened. Cool weather is another help.

The only seek attraction in town, "Treasure Island," is running far away from the rest of the loop first-run field. With little or no opposition, adults are also strong for the Stevenson classic.

Estimates for This Week

Century (Public) (1,600; 25-35-40)—Housewife (WB). Well-sold, but opened tepidly and isn't picking up fast. No cast names; will do well to reach \$4,000, light. Last week, "Stamboul Quest" (MG), \$4,500, fair.

Orpheum (Singer) (2,800; 25-35-40)—Dragon Murder Case (FN). Mystery thriller, not able to do as fairly respectable turnout. This one well liked, but not especially hot on cast-off names. Should top \$3,800, fair. Last week, "Lady Is Willing" (Col), and "Blind Date" (Col), split, \$2,300, poor.

State (Public) (2,400; 25-35-40)—"Treasure Island" (MG). Good's outstanding attraction, maintaining swift pace; looks like fine \$10,500. Last week, "Dames" (WB), \$8,500, pretty good.

World (Steffes) (350; 25-35-50-75)—Halsinger. Second week of Swedish picture. Aided by 25c cut-price coupons in Shoppers' News. About \$1,000 indicated, fair, first week, \$900.

Uptown (Public) (1,200; 25-35)—"Here Comes the Navy" (WB). Traveling at \$2,000. Last week, "Whin Ann" (MG), held over for additional three days, \$3,200 for 10 days, big.

Lyric (Public) (1,300; 25-35)—"Beyond Ben-Hur" (Shoren). Manager Bob LeFevre's flashy front and advertising campaign bringing in customers, but this type of picture has limited appeal here. Will do well to reach \$2,300, fair. Last week, "She Learned About Sailors" (Fox), \$2,600, fair.

Grand (Public) (1,100; 15-25)—"Little Miss Marker" (Par). Second loop run, heading for a fine \$2,000. Last week, "Change of Heart" (Fox) and "Manhattan Melodrama" (MG), second loop runs, split, \$1,800, good.

Aster (Public) (800; 15-25)—"Vergie Winters" (Radio); "Now I'll Tell You" (Fox) and "Manhattan Melodrama" (MG), second loop runs, split, \$1,000, okeh. Last week, "Hollywood Party" (MG), "His Greatest Gamble" (Radio) and "Many Happy Returns" (Par), second runs, split, \$700, light.

ROTHSCHILD' \$22,000
AT MET, BROOKLYN

Brooklyn, Aug. 27. Picture fare this week tolerable with best showing at the Loew's Metropolitan featuring "House of Rothschild" and Al Tolan heading vaude bill. House should do about \$22,000, satisfactory.

Paramount is still dark but should reopen within a week. Control of the house is still to be decided with a number of companies interested. Coney Island, which has been struggling along fitfully all summer, announced over the week end that it would stage its annual nardi gras next month. There was talk of abandoning the shindig but at the last minute enough sponsors came through with the necessary dough.

Estimates for This Week

Fox (4,000; 25-35-50)—"The Defense Reefs" (Col). Stage show with Bobby Giffin revue and the Runaway Four. Looks like a mild \$9,000. Last week "Handy Andy" (Fox) \$10,000.

Strand (WB) (2,000; 25-35-50)—Housewife (WB) and "Happy Landings" (Mono). Around \$7,000. Last week "Personality Kid" (WB) and "Side Street" (WB) \$3,000.

Albee (RKO) (2,000; 25-35-50)—"Lady Is Willing" (Col). Vaude includes Grace Hayes and Barney Rapp orchestra. Mebbe \$14,000, nothing exciting. Last week "One More River" (U) \$16,000.

Metropolitan (Loew) (3,000; 25-35-50)—"House of Rothschild" (20th) and vaude with Al Tolan. Picture getting good play this time of year. Around \$22,000 oke. Last week "Treasure Island" did \$23,000.

OKE FRISCO F-WC DEAL

Los Angeles, Aug. 27. Fox West Coast and Joe Loew, operating the William Fox deluxer, Fox, San Francisco, have made an operation deal whereby indie house is assured first run major product.

Leo continues as operator. The FWC splits 50-50 after house run, including rent, has been deducted.

'Andy' 9G, B'ham's Best

Birmingham, Aug. 27. When Will Rogers moves in there's little else doing. This week is no exception. "Handy Andy" is grossing nicely and will come up to expectations. The rest of the houses just moderate.

Estimates for This Week

Alabama (Wilby) (2,800; 30-35-40)—"Handy Andy" (Fox). A little drab in spots but safe. Last week, "Change of Heart" (Fox), \$8,000.

Ritz (Wilby) (1,600; 25-30)—World Movie (Fox). Just moderate. Last week "Of Human Bondage" (Radio) \$3,800, better.

Strand (Wilby) (800; 25)—"Trumpet Blows" (Par). Blah \$11,000. Last week, "Chan's Courage" (Fox) \$1,300.

Empire (Acme) (1,100; 25)—"Half a Sinner" (U). Huh-huh. \$1,800. Last week "Grand Cany" (Fox), \$2,600.

Montreal Sluggish;

Lloyd Ok at \$7,000 but

'Island' Weak \$6,000

Montreal, Aug. 27. Cool weather and returning vacationists beginning to bolster grosses, although big offer currently are not likely to garner anything exceptional.

Palace with "Cat's Paw" and "Let's Try Again" may pick up \$7,000 on curiosity to see Harold Lloyd. Capitol goes back to one-price policy this week, but "Treasure Island" may or may not elicit, since minors not admitted to movies here, \$6,000 a fair estimate. Loew's with "Paris Interlude" and "Embarrassing Moments," not liable to garner much more than \$4,000.

Drummond and "His Greatest Gamble," and, after topping everything last week, may continue currently to collect about \$5,000.

Estimates for This Week

Palace (FF) (2,700; 50)—"Cat's Paw" (Fox) and "Try Again" (Radio) has chance to gross up to \$7,000. Last week's repeat of "Wonder Har" (Fox) and "Rich Again" (Radio) took \$6,000.

Capitol (FF) (2,700; 50)—"Treasure Island" (MG). Uncertain, but \$6,000 is a fair guess. Last week, "Murder on Blackboard" (U) and "I Give My Love" (U) grossed \$5,500.

Loew's (FF) (3,200; 50)—"Paris Interlude" (MG) and "Embarrassing Moments" (U). Peraps \$4,000. Last week "Private Car" (MG) and "All Men Are Enemies" (Fox) \$3,500.

Princess (CT) (1,900; 50)—"Bull-Doze Drummond" (U) and "Greatest Gamble" (Radio) (3d week). Good \$6,000 after last week's \$9,000.

Imperial (Ind) (1,900; 40)—"Cock-eyed Cavaliers" and vaude. Special attraction billed may boost gross to \$3,500. Last week "Emma" (MG) and vaude average \$3,000.

Cinema de Paris (France-Film) (600; 50)—"La Dactyle" (U) and "Gid" (WB). So-so \$1,000 after \$1,250 last week.

Kansas City Discards 25c Boogie

All Houses Up Scales—'Treasure Island,'

Midland, \$22,000, Big—'Dragon,' \$5,000

Kansas City, Aug. 27. Midland and Newman theatres this week have advanced their night prices from 25 to 40 cents, but judging from the crowds for the Friday and Saturday shows, it merely proves that if the patrons want to see a picture, they will pay any reasonable prices.

It has been nearly two years since Loew's Midland changed to the 25-cent price for the picture, and it has been two years of worry to the opposition managers, and also the residents, as the 25-cent thing put them right up against it, trying to hold their patronage at a higher scale. Gradually the prices were cut all around, and the Mainstreet and Newman shared double figures for the quarter price. Now it is all out.

Mainstreet, while showing for a quarter this week, has but one feature and next week, with a stage show, will go to 50 cents top for the one week and then adopt the 40-cent night scale for single picture. The Newman, with its stage opposition. Tower, with its stage show and picture policy, will change to 35 cents at night in a couple of weeks.

Estimates for This Week

Mainstreet (KO) (2,000; 25)—"Dragon Murder Case" (FN). House up against hard opposition from the other downtown theatres, but got away with a fair showing. Likely to get close to \$5,000. Not so good

Product, Admish Trouble in Prov.;

'Navy' and 'Lady' lead with \$8,500

TEMP. DROPS TO 40-72,
LINCOLN BIZ DITTO

Lincoln, Aug. 27. With a lightning jump overnight from temperatures of 102-6 to freezing weather at 40 during the nights and 72 in the heat of the day, people around here are hibernating.

While a cool spell here usually turns the public fancy to thoughts of the theatre, this time it catches them without coal in the house, so they get under the covers.

Due to need of different change days with the coming of Sunday shows, "Treasure Island," previously in this week was set back in favor of "Man With Two Faces" at the Stuart. This picture will run until Wednesday and inaugurate Thursday as the change day. Now and Forever is then set for seven days following. Orph will change Fridays with all others switching on Sunday for time being.

Estimates for This Week

Colonial (LTC) (1,600; 10-15)—"Hat, Coat and Glove" (Radio). So-so \$700. Last week "Murder in Private Car" (MG) and "Beyond the Law" (Col), split, not bad \$825.

K. K. (Corcoran) (500; 10-15-25)—"Name the Woman" (Col). Will have a tough time battering this house out of stagnation, but better than usual \$625. Last week "Blind Date" (Col) over the average but still bad \$525.

Lincoln (LTC) (1,600; 10-15-25)—"Scarier Empress" (Par). Dietrich hardly ever excites much fervor here and shouldn't on this, \$1,800 looks ample. Last week "Girl from Missouri" (MG) was a wow, more talk about. Fatsy Kelly then. Harlow. With the two-bit on piled up substantial \$2,600 take edging ahead of the rest of the row.

Orpheum (LTC) (1,200; 10-15-25)—"We're Rich Again" (Radio). Typical fare for common take of \$800. Last week "Let's Try Again" (Radio) was found so bad, it was snatched after two days and the rest of the week handed to "Grind, Canary" (Fox) which turned into another oplate, more or less, to take barely \$700 for the run.

Rialto (Columbia) (1,100; 10-15)—"Wine, Women and Song" (Maj), sort of an obit, dually with "Gorilla Ship" (Maj) first and "Circle Canyon" (Maj) last, took \$750.

Stuart (LTC) (1,900; 10-25-40)—"Man With Two Faces" (WB). In for three days will take about \$1,300. Last week "She Loves Me Not" (Par) opened with a bang but simmered at the end, \$2,500.

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Providence, Aug. 27. There's war looming on the horizon, clouds of discontent becoming more apparent each day. Exhibitors here are jockeying for key positions during the coming season, and most anything can be expected.

Next week three major moves will come to pass and each will have an important bearing on the course exhibitors plan to follow when Hollywood begins to unload its big product.

Loew's State, for a year and a half operating with vaude and pictures, returns next week to straight pictures. Labor difficulties said to be responsible for the shift. Pay's, oldest vaude house in town, reopens same day with vaude and pictures. Loew's is forced to show double features, inasmuch as the three other first run houses along the main stem have twin bill policies.

What looms to be the most important shift is the announced intention of the RKO Albee to slash prices down to a 50c-a-sheet basis. Whether this will precipitate another price-cutting war is problematical.

In spots this week business is very gratifying, upward trend that manifested itself a week ago still holding strong.

One's first look looks like "Here Comes the Navy" at the Majestic. Double bill at this stand having no difficulty in outdistancing all opposition. But the picture, which will be dangerously close to what Loew's hopes to pull in on "Gimli" and vaude.

For a shidover, "She Loves Me Not" at the Strand, is standing up fairly well, gross expected to touch at least \$1,000.

Estimates for This Week

Loew's State (2,500; 40)—"Gimli" (U) and vaude. Picture too ritz for the rabble that goes for vaude. Most house can get, unless, of course, the fans show much stronger inclination for the picture, will be around \$5,500; fair. Last week, "Treasure Island" (MG) was good film for a combo house and it scored to a swell \$4,300.

Majestic (Fay) (2,200; 15-25-40)—"Here Comes the Navy" (WB) and "She Was a Lady" (Fox). No doubt about the strength of this one. With the proper breaks bill should have no difficulty topping \$5,500. First real break house has had in weeks. Last week, "Gimli" and "Nan Grey" (WB), and "Mr. Sweeney" (WB) was just so-so at \$4,100.

RKO Albee (2,000; 15-25-40)—"Blind Date" (Col) and "Nan Grey" (WB). Not so hot; even with weak opposition this one will not see as many more than \$3,500 in the third and last week, "Hat, Coat and Glove" (Radio), and "Big Moment" (U) also very tepid at \$3,300.

RKO Victory (1,600; 10-15-25)—"Randy Rags" (Col) and "Nan Grey" (WB). No more than \$975 on split week. Last week, "Uncertain Lady" (U), and "Greatest Gamble" (Radio) was so-so at \$950 on split week, too.

NEWARK WAKES UP

Lotus Life On Tap—"Rothschild" Biggest Currently, 22G

Newark, Aug. 27. Loew's is taking all the business of Newark with "Rothschild" and the take can hardly be less than \$22,000. Had the picture not been shown at the Loew's, the gross would doubtless go even higher than this fine figure.

Paramount-Newark reopens Friday with "Cleopatra" and vaude. Proctor's does not reopen vaude but shows "Cat's Paw." With "Treasure Island" at Loew's and "Dames" at the Strand, no competition should mean plenty of life.

Legit is stirring from its hibernation (in reverse) and the Shubert plans to open early in September under Frank Smith and the Broad (Wee & Laventhal) opens September 24.

Although Walter tracks lost his attempt to get the courts to interfere with the dog trade here, a strong feeling exists that they offer unfair competition with their cut prices. One of the reasons the gross is heavily patronized from Newark Last Friday night the track took in more money than any other track in Newark has taken in for a whole month.

Estimates for This Week

Brantford (WB) (2,666; 15-65)—"Honeywife" (WB) and "Personality" (WB). Nice bill should do okay but probably won't touch \$5,000. Last week, "Treasure Island" (MG) and "Dames" (WB) was just so-so at \$4,100.

Mr. Sweeney (WB) good enough at \$5,500, but not what hoped for. Capitol (WB) (1,200; 15-25-35-40)—"She Loves Me Not" (Par) and "Sophie Lang" (Par). First run for "Sop" which is billed on 24 sheets all over for the Newark which closed its showing (U) heavy.

(Continued on page 47)

**THE BIGGEST SCOOP
IN THE EXISTENCE OF**

**PATHE
NEWS**

**FIRST TIME ON ANY SCREEN!
THE FAMOUS CANADIAN**

**DIONNE
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EXCLUSIVE IN PATHE NEWS NO. 9

Exclusive and comprehensive pictures of the FIVE BABIES that all the world wants to see! How they live, how they eat, how they bathe, intimate glimpses of their home, their mother, their father, their nurses, guardians and themselves.

**A BOX-OFFICE FEATURE UNPARALLELED
IN THE HISTORY OF NEWS REELS!**

LABOR DAY WEEK ATTRACTION AND 200 LEADING THEATRES

The one story chosen from thousands to open a year of finer screen entertainment! Charles Morgan's notable novel of three lives caught in a whirlpool of passions ... a glorious woman and two men who loved her!

A HUMAN DRAMA THAT
LEAPS FROM THE DEEPEST
WELLSPRINGS OF
YEARNING HEARTS!



CHARLES
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BRIAN AHERNE
PAUL LUKAS
JEAN HERSHOLT

CHARLES MORGAN'S 'GREAT NOVEL
BROUGHT TO THE SCREEN AT THE
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DIRECTED BY JOHN CROMWELL

A PANDRO S. BERMAN PRODUCTION

AT RADIO CITY MUSIC HALL OVER THE COUNTRY!

Twenty minutes of enchantment! . . . The Little Feature in radiant Color that is the year's big screen sensation! Romance, melody, drama, dance and ravishing beauty!

LA Cucaracha

Produced in the Perfected
NEW TECHNICOLOR

Scenes created in color by
ROBERT EDMOND JONES
World's Foremost Designer of Stage Settings

with **STEFFI DUNA**
DON ALVARADO • PAUL PORCASI
EDUARDO DURAND and His Orchestra
"YOU WILL PLAY IT AGAIN AND AGAIN!"

Produced by Kenneth McGowan
Directed by Lloyd Corrigan

**A PIONEER PICTURES
PRODUCTION**

RKO-RADIO PICTURE

come on for the test. Picture is thrown onto screen on either side of stage and outline is quite clear, especially to those not too far back.

Enemies TO THE D
yet loving each other more

Kay **FRANCIS** *Leslie* **HOBBS**

**WARNER
BROS.** proudly
bring to the screen the
amazing drama inspired by
**THE GREATEST HUMAN
DOCUMENT OF THE
CENTURY!**

Together for the first time in

BRITISH AG

Directed by
Michael Curtiz



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than life!

WARD

Not since Warner Bros. startled the world with "I Am a Fugitive" has the screen given you any drama so astounding—so shocking as that inspired by the best-seller that rocked the chancel-eries of Europe!

The story of one man against a mil-lion—and of his perilous love for the woman whose kiss was death!

Here is a drama of danger and dar-ing!... of love and betrayall... of life and death in the dreaded secret service... and of a man and woman who tri-umphed over the grim legions of terror!

Watch for 1934's one great dramatic sensation—the picture the whole world will acclaim!

With William Garson,
in cast of hundreds...
Suggested by R. H. B...
Lockhart's Best-...
A First Nation...

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Available for
Special extended
engagements after
September First—

THIS IS ONLY A
SAMPLE
OF ONE OF THE ADS

which will herald "British Agent" to
the world—in the greatest National
Advertising Campaign in Show History

Leave it to
WARNER BROS.

to do the
BIG! IMPORTANT!
THINGS

French Exhibs Prepare for Strike As No Tax Cut Believed in Sight

Paris, Aug. 18. Important group of insurgent among French film theatre owners is going rovingly ahead with plan for a strike in September—date still open to debate—unless prompt and large tax cuts come through.

Emergency relief fund is being prepared for theatre employees, and association even considers compensating smaller theatre owners for closing down, in order to make strike widespread.

Meanwhile it's pointed out that a large number of theatres is now closed, which amounts to a partial strike, but no one notices it because it is summer. Bunch of these may never open again, however, unless tax relief comes.

Leader of associations, Raymond Lussiez, Henri Clere and Charles Delac, are trying to stall off rank and file as long as possible, in expectation that government will come through with relief at a little time. It's calculated that a two-week general shutdown would cost the government more revenue than the tax cut asked would in six months.

ROULIEN'S PERSONALS WITH HIS PICTURE

Hollywood, Aug. 27. Raul Roulien is on his way to Cuba, Porto Rico and other Latin American spots to make personal appearances with the Fox Spanish picture, "Greenleaves of Love," in which he is starred.

Returning here in February he will do two more Fox Spanish pictures and then will recruit a company of 30 girls plus two female names for a stage show to play through Central and South America.

Conchita Montenegro and Alice White are probabilities for tops in this company.

CZECH QUESTIONNAIRE INTO NEW FILM LAWS

Prague, Aug. 15. In order to find out how the Czechoslovak domestic film production can be best fostered in the future, Ministry of Commerce has sent out a questionnaire to film interests. Result of the replies is to be embodied in a new film law. Proposed to fix foreign film imports in the new measure.

Furthermore, to make possible the making of domestic films, each local movie film shall receive a state subvention of \$5,000, to be drawn out of a fund derived from import license payments on foreign films.

Film Section Mebbe For Paris '37 Expo

Paris, Aug. 18. Film section is being advocated for Paris Exposition of 1937. General title "Exposition of Art and Technique" has been chosen for the show, and it's contended that films come under both these heads.

42d Artie, Then 14th St.

Mike Radin, operator of the Acme, 14th street, New York, has taken over the Cameo on 42d street, and will revert it to a first-run house. Radin's idea is to use the theatre for occasional foreign and arty pics on a similar policy to that which he has been using at the Acme. He has premiered most of the Acme product for the past two years at the Acme, but may move them up town now, bringing them to the Acme as a second spot.

Expects to get started about Labor day.

Hunter Quitting

London, Aug. 18. T. Hives Hunter directing "Eerie Lotings" for Fox Films, and claims this will be his last effort as director.

He intends to concentrate, after that, on the activities of film rights, Ltd., a company of which he is head, and which specializes in acquiring plays, dialog writers, blue-prints and film directors.

U's Whodunit

London, Aug. 18. Universal is shooting "Recipe for Murder," Arnold Ridley's play, which was produced in the West-End some two years ago, at the Twickenham Film Studios, with Bernard Vorhaus directing.

Principals are Eva Moore, Frank Vosper, Miles Mander and Roger Livesey. Film will cost around \$100,000, and will be ready in three weeks.

Riviera Now Gets Best Resort Play, Celebs a Plenty

Paris, Aug. 18. Cold weather lasting for some weeks in France has shifted activity of the vacation season from the Channel beaches, such as Deauville, to the Riviera, which was more popular a couple of years ago, but which seemed at the beginning of this year to be dying.

Paris papers are reporting production on Mediterranean coast of Charles Farrell, Sully Ellis and Ruby Keeler. A girl who looked like Jean Harlow was seen at the Miramar Bar in Cannes, and had the coast guessing for a week because no one could find her to verify if it was she or not.

Lillian Harvey is there, too. She has a villa at Juan les Pins.

One of the thrills of the Riviera recently has been the spectacle of harrier Bonhomme of Tarascon, who won five million francs and fame in the French national lottery, parading a carload of near nude girls around streets as badly for a strip show as he angled with the last of his lottery winnings.

Dean's 'Lorna Doon' With Wife as Star

Paris, Aug. 18. Basil Dean, British producer, will make picture of "Lorna Doon" from script by Dorothy Farnum, American scripter, and starring his wife, Victoria Hopper.

Deans were feted Tuesday night (17) at a gala performance of Dean's pic "Constant Nymph" at Raspail 216, where the film is running all summer. Miss Farnum did the script for this one, and is also working on film version of "Ballerina," which Dean plans to make.

BIP's 'Blossom Time' In UA's Paris House

Paris, Aug. 18. United Artists is opening its new showcase, the Avenue, between September 10 and 15 with "Blossom Time," British International's Shubert musical starring the German tenor, Richard Tauber. Picture was made in three versions, English, Spanish and French. French will be used here.

Tauber sings in all three versions in the appropriate language, except for one or two songs which are in German in all versions.

Lord Byron will come back to the UA fold with the Fairbanks "Don Juan."

AHLUWALLA TO INDIA

Hollywood, Aug. 27. After studying latest methods of film recording at the RCA plant here, for the past two years, Lalbir S. Ahluwalia, East Indian sound engineer, left Saturday (25) to return to the RCA office at Calcutta, India.

RCA is shipping around \$25,000 worth of new sound equipment to film producing companies in India, and Ahluwalia will aid in its installation and operation.

Economy

London, Aug. 18. A provincial picture house which conducts another theatre in the neighborhood, has run a cable from one house, where the organ playing is relayed, to the other.

Advertisements organ music in both.

2 NEW BRITISH FILM CO.'S FORMED

London, Aug. 18. Still another film company just formed. Titled City Films Corporation, Ltd., with directorate consisting of Harry Hughes (English film director), Douglas Hutchison, Member of Parliament and former director of Service Film Company, now defunct; Commander Donaldson and Captain Robin Humphreys, formerly connected with Cafe de Paris, Cafe Anglians and Kit-Cat, and a big name in London night life.

Company proposes to produce a series of full-length comedy films, and is talking to Buster Keaton for first film, which would be directed by Harry Hughes.

Picture will be made at the Associated Talking Pictures studio at Ealing, and released through the Associated British Film Distributors, which is subsidiary of A.T.P.

Another new company just formed is Clifton Taylor Productions, Ltd., with capital of \$75,000. Directors are Clifton Taylor, R. Fox-Carlson and J. A. Henderson, with Bernard Mainwaring in charge.

First picture is an original murder story, "Death Drives Through," featuring most of the famous English ace racing drivers. Cast includes Dorothy Boucher, Robert Douglas, Miles Mander and Frank Atkinson. Eddie Cahn is directing, with picture being shot at the Associated Talking Pictures studio, at Ealing. Cost of production is budgeted at \$40,000.

Company is under releasing arrangement with Associated British Film Distributors, a subsid of A. T. P.

2 MORE BREAK AWAY FROM SCHLESINGER'S

Capetown, July 29. There are signs that African Theatres is not feeling in good humor over the opposition against him. Investigation proves that Independent Film Distributors is scooping in more cinema owners regularly. A big inducement is the fact that the terms are easier.

Two of the principal independent houses in Bulawayo and Salisbury, Rhodesia, have just signed with I. F. D. and are now showing this company's programs.

METRO REJECTS \$5,000 RUSSE BID FOR 'VILLA'

Ainkino offered Metro \$5,000 last week for "Viva Villa" distribution rights in Russia. M-G turned it down.

Only U. S. films which have gone into Russia since the accord between the two countries are two Warner pictures, "I'm a Fugitive" and "Cabin in the Cotton," W.B. getting \$5,000 for each film. Metro doesn't like that figure, nor do other American filmers, who explain that the territory is a large one and should be worth more coin.

Argument that it's found or extra money spent by African theatres in big paper displays not helping.

Johannesburg is apparently the only town getting in a little cash in cinemas in outside small towns worse than all.

S. Afr. Biz Bad

Capetown, July 29. Amusement business poor, with money spent by African theatres in big paper displays not helping.

Indie Anglo-American Film Company With Plans for Both Sides of Ocean

MILLIONAIRE FILMERS

Three Big Movie Operators in New British Company

London, Aug. 18. National Films, new film corporation which has three millionaire directors on the board, Lady Yale, Arthur Rank and Major Courtland, is lining up several big productions. Besides doing Bunyan's "Pilgrim's Progress" company intends filming "Life of Mary Slessor," David Livingstone, and a life of Beethoven. No arrangements yet made for studies, but it is more than likely group will build a massive construction of its own, modelled after one of the most up-to-date in Hollywood.

U. A. Takes World Rights on Three Tongue Spanisher

Paris, Aug. 18. First picture made in Spain to be distributed outside of that country is "It Happened in Spain," made by Harry d'Arrest and Ricardo Soriano, of which United Artists has taken world rights.

Pic is made in three versions, Spanish, French and English, with almost the same cast in all three. Eleanor Boardman has the lead, tripled. Took two years to make and production costs are claimed as \$150,000 for all three versions.

It's a class production, with sophisticated humor. Cast supporting Miss Boardman in English are Hilda Moreno, Allan Jeayes, Victor Varconi, Manuel Arbos, Harry Vico, May Hallet and Dias de Mendosa. Film was made at Studio CELA, Madrid, on Tobis Kiangfilm. Story is on 18th century folk legend.

D'Arrest-Soriano combination is a Franco-Spanish affair. D'Arrest directed and Soriano acted as art director, building sets himself. Though a Spaniard, he lives in Biarritz. D'Arrest has a Hollywood background.

CZECH ATTENDANCE DOWN 66% SINCE '29

Prague, Aug. 15. Film attendance in Czechoslovakia during the past six months has decreased in such a manner that it was equal to only one-third of the figures for the same period in 1929.

Condition is due not only to the prevailing economic crisis, but also owing to the many inferior films shown in picture houses. No American films have come in in more than two years, making things tough for exhibitors.

FULLER'S G-B PAPER

British Actor to Get \$10,000 Weekly on Joe Rock-G-B Contract

London, Aug. 18. Joe Rock, originally over here to produce a picture for A. & E. Films, now defunct, has put Leslie Fuller under a personal contract. Fuller was for several years with British International and is a screen draw in the provinces.

Rock signed Fuller with Gaumont-British on a five-year contract calling for four pictures a year. Arrangement calls for Rock to get \$12,500 per week from G-B for first four weeks that the picture is being made, and \$10,000 the fifth week G-B charges Rock 33% for distributing the film and advancing the money, with Rock getting the rest, out of which he has to pay Fuller \$10,000 a week plus 10% of the gross. One clause in contract calls for first Fuller picture to gross a minimum of \$150,000, failing which Rock has right to cancel contract for other pictures.

London, Aug. 18. Bertram Mayer, New York attorney representing various film interests, is in London conferring with a number of picture people on a new scheme for closer Anglo-American co-operation on production and distribution.

A new American distribution line-up is planned, with money subscribed for same on both sides of the Atlantic. Harry Clifton, of Clifton-Hurst Productions, is working in combination with Captain Daniel Seldes, who represents financial interests in America.

Idea is to make pictures here with scripts to be approved by Americans and with Americans having a hand on direction of the British pics. Essentials of American production will likewise be approved by English allies. Objective is to actually enter to both countries.

Distribution arrangements for the product produced in England are being closed by Mayer's office in New York. Closing of these distribution arrangements in advance of production is believed to be an innovation, especially in the case of Harry Clifton, a producer who is financially independent and comparatively a newcomer to British film studios.

Ryan-Tapernoux's New Setup to Bring French Pictures Into America

New setup is being formed for distribution of French films in the U. S. Organization, now in the formative stage and still without a monicker, will be composed of J. P. Ryan, former Fox foreign department exec., and John Tapernoux. They have the backing of a group of French indie producers.

Tapernoux has been acting as the N. Y. agent of several French indies for the past year, having inaugurated a deal whereby any French film company can send its product to the U. S. on the French Line gratis, with the steamship company using the films for showing aboard ship in the form of trade shows in New York. Thus Tapernoux showed the pics without himself, the prospective buyers or the producers expending any cash.

New setup is much more ambitious, though still along the same lines. Thus, without discontinuing the showings, Tapernoux and Ryan will pick out a minimum of 12 films out of the next 35, which they will distribute in the U. S.

Deal was lined up and clinched by J. P. Ryan, former Fox foreign department exec., and John Tapernoux, in New York last week representing the French producers. All major French companies with the exception of Pathe-Natan and a few P-N subsidiaries are now included in the indie group which Coupan represents and which the local company will deal with.

Idea is that the local company will be on its own but the Frenchmen will make things as easy as possible for them on coin, figuring it a chance to build up and expand a market. French government will also be asked for aid on the theory that if group succeeds it will be a boost to French good-will.

Pathe-Natan is understood also planning to go into the local market on its own but nothing definite set.

U TO REMAKE 'SPRING PARADE' FROM MAGYAR

Budapest, Aug. 15. Carl Laemmle, Sr. here to inspect Universal's Hungarian production. Was so pleased with Pasternak's production of "Spring Parade," Francis Ford's latest, made at Hunnia Studios, that he decided to import American talent to Budapest next spring for an American remake of the picture—done only in German so far—and the movie series, 60% of the German version.

U's next to be done here, at about Sept. 15, will be "Little Boy in Big Show," with Miss Ford in the German and Hungarian versions. French may be dubbed.

Miss Ford, just married, is away from home and mind the detached and the "Little Boy."

When these Lovers Quarrel..

they awaken the romance in every heart!

Audiences will chortle merrily when this masquerading millionairess wrestles with pots and pans... They'll sigh contentedly when she nestles in the arms of her inventive chauffeur sweetheart. And applaud delightedly at the reunion of these two... together for the first time since "State Fair."

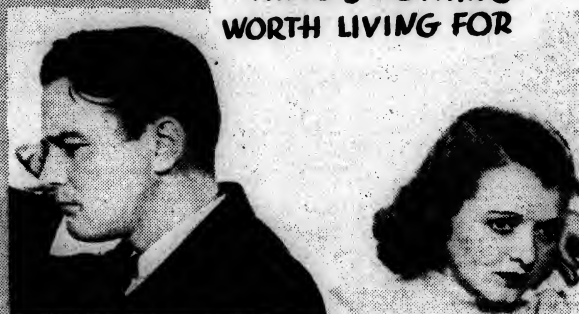
Janet
GAYNOR
Lew
AYRES
in
servants' Entrance

with
NED SPARKS
WALTER CONNOLLY
LOUISE DRESSER
G. P. HUNTLEY, JR.
ASTRID ALLWYN
SIEGFRIED RUMANN

Produced by Winfield Sheehan
Directed by Frank Lloyd
From the novel by Sigrid Boo
Adaptation: Samson Raphaelson



THERE'S NOTHING
WORTH LIVING FOR



—MAYBE IT'S
NOT SO BAD



IT'S A GREAT WORLD
AFTER ALL!



CALENDAR OF CURRENT RELEASES

Harold Auten Office: 1540 Broadway, New York, N. Y. C.
End of the World (l'In du Monde) (Fr.). Scientific dream based on Flammarion novel. Dir. Abel Gance. 65 mins. Rel. April 15.
Melo (German). Sensitive study of psychological difficulties. Elisabeth Bergner. Dir. Paul Czinner. 93 mins. Rel. Feb. 1. Rev. Feb. 6.
Poli de Carotte (Red Hot) (Fr.). A story of adolescence. Robert Lynen. Dir. Julien Duvivier. 95 mins. Rel. Sept. 1. Rev. Dec. 20.

Chesterfield Office: 1540 Broadway, New York, N. Y.
City Park—3 Men and a Girl. Sally Blane, Henry B. Walthall. Dir. Richard Thorpe. 70 mins. Rel. May 15.
In Love with Life. Lila Lee, Onslow Stevens, Dickie Moore. Dir. Frank Strayer. 65 mins. Rel. April 18. Rev. May 29.
Green Eyes. Mystery. Charles Starrett, Shirley Grey, Wm. Bakewell. 72 mins. June 15.
Fifteen Wives. Conway Tearle, Noel Francis, Natalie Moorhead, Raymond Hatton. Dir. Frank Strayer. 70 mins. Rel. May 15.
Fugitive Road. An Austrian-Italian border story. Eric von Stroheim. Wera Engels, Leslie Penton. Dir. Frank Strayer. Rel. July 1.
Twin Husbands. Cheating Cheaters' type of story. John Miljan, Shirley Grey. Dir. Frank Strayer. 65 mins. Rel. July 17.

Columbia Office: 729 Seventh Ave., New York, N. Y.
Black Moon. Thrill story of a white woman under the Voodoo spell. Jack Holt, Fay Wray. Dir. Roy William. June 2. Rev. July 2.
Crime of Helen Stanley. The murder mystery in a picture studio. Ralph Bellamy, Shirley Gray, Gal Patrick. Dir. D. Ross Lederman. 55 mins. Rel. April 20. Rev. Aug. 2.

Defense Rests. Story of a lawyer who defended gangsters. Jack Holt, Joan Arthur. Dir. Lambert Hillyer. 70 mins. Rel. July 15. Rev. Aug. 5.
Fighting Ranger. The Round-up killers by a temporary furloughed ranger out for vengeance for killing his brother. Buck Jones, Dorothy Revier. Dir. George B. Seitz. 60 mins. Rel. April 17. Rev. April 17.

Hell Bent for Love. Young state policeman defeats his gang rival. Tim McCoy. Dir. D. Ross Lederman. 65 mins. Rel. May 19. Rev. July 31.
Hell Cat. The newspaper man takes a socialite with an underworld angle. Robert Armstrong, Ann Southern. Al. Rogell. Rel. June 16. Rev. July 19.

Lady Is Willing. Investment victim kidnaps banker's wife. She falls in love with her captor. Leslie Howard, Blinn Barnes. Dir. Gilbert Miller. 66 mins. Rel. July 30. Rev. Aug. 14.

Line Up The Ladies. Carole Lombard, Jimmy Dunn, Wm. Gargan. Dir. Howard Higgin. 64 mins. Rel. March 31. Rev. May 23.

Man's Game. A. Tim McCoy as a fireman. Dir. D. Ross Lederman. Rel. June 16.

Man Trapper. Western story. Buck Jones. Dir. Lambert Hillyer. 58 mins. Rel. May 2. Rev. May 19.

Most Precious Thing in Life. Abandoned mother relives her own romance through her son. Jean Arthur, Donald Cook, Richard Cromwell. Dir. Lambert Hillyer. Rel. May 19.

No Greater Glory. Ferenc Molnar's "Paul Street Boys" with a mostly juvenile cast. Geo. Breakston, Jimmy Butler, Ralph Morgan, Lila Wilson. Dir. Frank Borzage. 78 mins. Rel. April 20. Rev. May 8.

Party's Over. The Bruce Blakeney ends the party when he realizes his efforts to support his parents and brothers and sisters is robbing him of his own happiness. Stuart Erwin, Ann Southern, Arline Dodge. Dir. Walter Lang. Rel. May 15.

Sisters Under the Skin. Tired business man takes a matrimonial vacation and gets it out of his system. Elissa Landi, Frank Morgan, Jos. Schildkraut. Dir. David Burton. 70 mins. Rel. April 15. Rev. June 12.

Twentieth Century. From the stage hit. Temperamental theatrical manager and temperamental star on same train. John Barrymore, Carole Lombard. Dir. Howard Hawks. 91 mins. Rel. May 11. Rev. May 8.

Voice in the Night. Complications in the telephone business. Tim McCoy. Dir. Chas. C. Coleman. 69 mins. Rel. April 6.

Whirlpool. A self-sacrificing husband meets death to shield his wife. Jack Holt, Jean Arthur. Dir. R. W. Nellis. 74 mins. Rel. April 10. Rev. May 8.

Whom the Gods Destroy. A man's cowardice exiles him from society. Walter Connolly, Robert Young, Doris Kenyon. Dir. Walter Lang. 70 mins. Rel. June 28. Rev. July 17.

DuWorld Office: 729 Seventh Ave., New York, N. Y.
Beast of Borneo. Melodrama and animals. John Preston, Mary Stuart. 70 mins. Rel. July 15.
Blue Light. (Austrian and Italian). Mountain romance among Italian Dolomites. Erika Eder, Erika Eder. Rel. April 15.
Bride of Samoa. South Sea featurette. Dir. Phil Brown. 30 mins. Rel. March 1.
Dawn to Dawn. Artistic rural story. Julie Hayden. Dir. Cameron McPherson. 35 mins. Rel. May 15.
Girl in the Car. Comedy in the Continental manner. Jimmy Savo, Eddie Lambert, Dorothy Darling. Dir. Eugene Frenke. 60 mins. Rel. Sept. 1.
Hollywood, City of Dreams (Sp.). Jose Bohr. Spaniard's Impression of cinematoman. 65 mins. Rel. March 30.

Romance in Budapest (Hung). Francisca Gaal. Musical. 70 mins. Rel. April 15. Rev. May 15.

Sword of the Arab. Adventures of American cowboys in Arabia. George Durrell, Duncan Renaldo. Dir. Alfred Smalley. 30 mins. Rel. Sept. 1.

Tell Tale Heart. Edgar Allan Poe thriller. Dir. Desmond Hurst. 50 mins. Rel. June 15. Rev. June 19.

First Division Office: R.K.O. Bldg., New York, N. Y.
Releases Also Allied, Chesterfield and Monogram
Beggars in Ermine. Lionel Atwill, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. May 1.

City Limits. A millionaire, ailing and tiring of wealth, falls in with two hooches and enjoys life for a time. Frank Craven, Sally Blane, Ray Walker. Dir. Wm. Nigh. 70 mins. Rel. May 1. Rev. July 10.

City Park. Three men voluntarily become the guardians of a destitute young girl. Sally Blane, Henry B. Walthall, Wally Kemp, Johnny Herron. Dir. Richard Thorpe. 75 mins. Rel. May 15. Rev. Aug. 7.

Fifteen Wives. Three of a man's fifteen wives, are suspected of his murder. Conway Tearle, Raymond Hatton, Natalie Moorhead, Noel Francis. Dir. Frank Strayer. 65 mins. Rel. July 1.

Forgotten Men. Collection of uncensored war film, taken from government archives of 14 war nations. Rel. April 1.

Fugitive Road. Eric von Stroheim, Wera Engels, Leslie Penton. Coming. Rel. Aug. 2.

Green Eyes. Murder at a masquerade party. Wm. Bakewell, Shirley Grey, Charles Starrett, Claude Gillingwater. Dir. Richard Thorpe. Rel. July 20.

House of Mystery. An archeologist returns to America from the Far East, with a curse on his head for his stolen wealth. Verna Hillie, Ed Lowry. Dir. Wm. Nigh. Rel. May 15.

In Love with Life. A hard-hearted millionaire, refusing aid to his starving daughter, takes her young son from her. Lila Lee, Claude Gillingwater, Dickie Moore. Dir. Frank Strayer. 68 mins. Rel. May 1.

Jane Eyre. Screen adaptation of the Charlotte Bronte classic. Virginia Bruce, Allen Cringle. Dir. Christy Cabanne. Rel. Oct. 1.

Lawless Valley. Western horse opera. Lane Chandler. Rel. May 1.

Loud Speaker. Comedy-drama of a radio star. Ray Walker, Jacqueline Wells. Dir. Joseph Santley. Rel. May 21.

Man from Utah. John Wayne western. 62 mins. Rel. July 1.

Manhattan Love Song. Two orphaned Park Avenue society do sisters, forced to go to the police, charge a place where they were who go 'society'. Dixie Lee, Robert Armstrong. Dir. Leonard Fields. Rel. May 30.

Money Means Nothing. Efforts of a poor clerk to make a go of marriage with an heiress wife. Wallace Ford, Gloria Shea. Dir. Christy Cabanne. Rel. May 21.

Stolen Sweets. High pressure insurance salesman falls for heiress and wins her via determined, rapid line of chatter route. Charles Starrett, Sally Blane, Johnny Harron, Jameson Thomas. Dir. Richard Thorpe. 73 mins. Rel. May 1.

Twin Husbands. Crook comedy drama. John Miljan, Shirley Grey, Monroe Owsley. Dir. Frank Strayer. 69 mins. Rel. May 15. Rev. May 29.

Woman's Man. Hollywood made story. John Halliday, Marguerite de La Motte, Walter Ford. Dir. Edward Ludwig. Rel. May 15.

Young Eagles. Boy Scout adventures in wilds of Central America. Twelve episode serial. Dir. Harry Hoyt. Rel. July 1.

Studios: Burbank. **First National** Office: 321 W. 44th St., New York, N. Y.
Circus Clown. Roaring comedy under the big tent with a winsome romance wound into hilarious situations. Joe E. Brown, Patricia Tilton

These tabulations are compiled from information supplied by the various production companies and checked up as soon as possible after release. Listing is given when release dates are definitely set. Titles are retained for six months. Managers who receive advance subscription to this period should preserve a copy of the calendar for reference.

The running time as given here is presumably that of the projection room showings and can only approximate the actual release length in those states or communities where local or state censorship may result in deletions. Running time in the reviews as given in 'Variety' carry the actual time clocked in the theatre after passage by the New York state censorship, since pictures are reviewed only in actual theatre showings.

While every effort is made to hold this list accurate, the information supplied may not always be correct, even though official. To obtain the fullest degree of accuracy, 'Variety' will appreciate the co-operation of all managers who may note discrepancies.

Studio Placements

Hollywood, Aug. 27.
Fred Keating, 'Captain Hates the Sea', Col.

John Parker, 'Limehouse Nights', Par.

Torben Meyer, 'Music in the Air', Fox.

Frank Darien, 'Anne of Green Gables', Radio.

Renee Torres, Ruth Etting, short, Radio.

Pat O'Malley, Frank O'Connor, Lynn Cowan, Don Roberts, Kit Guard, 'Till We Meet Again', Fox.

Harry C. Bradley, Betty May, Charles Coleman, Arthur Stuart Hull, Margaret Morgan, Katherine Wallace, 'Orchids and Onions', Col.

Joe Dominguez, Gladden James, 'Captain Hates the Sea', Col.

Frank Mayo, 'Till We Meet Again', 'Orchids and Onions', Col.

Lawrence Eyre collaborating with Frederick Stephani, 'All the King's Horses', War.

Henry Wilcoxon, 'Andrew's Harvest', Par.

Sam Hoffenstein and Ray Harris, writing story, for Ann Harding, Radio.

William Hurlbut, treatment 'Case Against Mrs. Ames', Par.

Christian Rub, 'Music in the Air', Fox.

Solidad Jimenez, Robert Barrat, Robert McWade, George E. Stone, Wallis Clark, 'Bordertown', WB.

Bradley Page, 'Gentlemen Are Born', WB.

Wallace Smith, screen play 'Air Devils', WB.

Isana—Dumée, Hugh Herbert, 'Sweet Adeline', WB.

Glenn Anders, 'By Your Leave', Radio.

Harry Beaumont, directs 'Enchanted April', Radio.

J. Carroll Nash, 'Marie Gallante', Fox.

Herbert Mundin, Vines Barnett, Andy Devine, 'Hell in the Heavens', Fox.

Sonya Levien, script 'Captive Bride', Fox.

Ernest Pascal, 'Work of Art', Fox.

Richard Shayer, 'Milk and Honey', MG.

James Goo and Edmund North, script 'Boardway Melody of 1936', MG.

Julius Furthman, 'Murder on the Bounty', MG.

Maurine Watkins, 'Dolly', MG.

Edward Laemmle, directs '4-Murdered Man', U.

Osgood Perkins, President Vanhook, Wanger.

Neil Hamilton, Glenna Andrews, 'By Your Leave', Radio.

Elsie Janssen, 'Wednesday's Child', Radio.

John Howard Lawson, script 'Maid of Honor', Col.

Verne Casper, script 'Till We Meet Again', Col.

Matt McHugh, Mildred Booth, Jack Byron, 'Enter, Madame', Par.

Jon Taggart, 'Ready for Love', Par.

Sylvia Thalhfer, treatment 'Shoe the Wild Mare', Par.

Monna Bruce, 'Wednesday's Child', Radio.

Billie Burke, Charles Butterworth, 'Forsaking All Others', MG.

Margaret Mann, 'Painted Veil', MG.

Paul Parry, Ralph Morgan, 'Hell in the Heavens', John Blystone directs, Fox.

Lurton Churchill, 'Rabbit', WB.

Alfred Del Cambre, Howard Wilson, Howard Minjar, Pat Moriarty, Harry Stang, 'College Rhythm', Par.

Branch Stevens, Vincent Carls, 'Hell in the Heavens', Fox.

Forrest Harsh, 'Menace', Par.

Una Merkel, Jack Muhlall, Clara (Continued on page 22)

Gordon Westcott, Tom Dugan. Dir. Ray Enright. Rel. June 30. Rev. July 3.

Fashions of 1934. Story of a style stealer set against a lavish background. Wm. Powell, Betty Davis, Verree Teasdale. Dir. Wm. Dieterle. 80 mins. Rel. Feb. 17. Rev. Jan. 23.

Fog Over Frisco. Mystery melodrama set in San Francisco. Donald Woods, Hette Feltus, Lyle Talbot, Margaret Lindsay. Dir. William Dieterle. Rel. June 2. Rev. June 12.

Journal of a Crime. Drama by the French playwright Jacques Deval, and depicts the effect of a murder on a woman of the instincts and delicate sensibilities who kills an unscrupulous rival. Ruth Chatterton, Adolphe Menjou, Claire Dodd. Dir. William Keighley. 65 mins. Rel. March 10. Rev. May 1.

Man with Two Faces. The. From the stage play. 'Dark Tower'. Edw. G. Robinson, Mary Astor. Dir. Archie Mayo. 73 mins. Rel. Aug. 8. Rev. July 17.

Merry Frinks. The. Comedy-drama of the typical family stepping all over Ma until she turns and leaves them on their own. Aline MacMahon, Guy Kibbee, Allen Jenkins, Hugh Herbert. Dir. Al. Green. Rel. May 26. Rev. June 19.

Midnight Alibi. Heart interest melodrama from Damon Runyon's 'Old Doll's House'. Richard Dix, Aline MacMahon, Paul Kelly, Ann Dvorak, Patricia Ellis, Chandler. Dir. Alan Crosland. 59 mins. Rel. July 21. Rev. July 10.

Registered Nurse. Drama of the romantic side of a nurse's life in a metropolitan hospital. Bebe Daniels, Lyle Talbot, John Halliday. Dir. Robert Florey. 72 mins. Rel. April 1.

Return of the Terror. The. Mystery drama with plenty of heart interest. Mary Astor, Lyle Talbot, John Halliday, Frank McHugh. Dir. Howard Bretherton. 65 mins. Rel. July 7. Rev. July 17.

Side Streets. Love drama based on an original story by Ann Garlick and Charles Farrell. James Dunn, Ginger Rogers. Dir. John G. Blystone. 74 mins. Rel. May 18.

Twenty Million Sweethearts. Musical romance taking place behind scenes of a broadcasting studio. Dick Powell, Pat O'Brien, Ginger Rogers, Allen Jenkins, the Four Mills Brothers, Ted Flottie and Band. Dir. Ray Enright. 90 mins. Rel. May 26. Rev. May 1.

Very Honorable Guy. A. Comedy from the story by Damon Runyon about a guy who always kept his promises. Joe E. Brown, Alice White, Robert Barrat, Alan Dinehart, Irene Franklin. Dir. Lloyd Bacon. 82 mins. Rel. May 26. Rev. May 22.

Fox Office: 444 West 56th St., New York, N. Y.
All Men Are Enemies. Hugh Williams, Helen Twelvetrees. Dir. Geo. Fitzmaurice. 70 mins. Rel. April 20. Rev. May 29.

Baby Take a Bow. The Fox child star comes through again. Shirley Temple, Claire Trevor, James Dunn. Dir. Harry Lachman. Rel. June 22. Rev. July 2.

Call It Luck. Daughter of a London cabby wins the Sweepstakes. Pat Patterson, Herbert Mundin. Dir. Jas. Tinlin. 65 mins. Rel. June 1. Rev. July 17.

Caravan. Romantic story based on 'Gypsy Melody'. Chas. Boyer, Loretta Young, Ann Rusk, Louise Fazenda. Dir. Eric Chappel. Rel. Sept. 23.

Chas. Paw. The Comedy from a story by Charles Rudolph. Rudolph, Harold Lloyd, Una Merkel. Dir. Sam Taylor. 101 mins. Rel. Aug. 17. Rev. Aug. 21.

Change of Heart. From the story. Manhattan Love Song. Janet Gaynor, Charles Farrell, James Dunn, Ginger Rogers. Dir. John G. Blystone. 74 mins. Rel. May 18.

Charlie Chan in London. Another detective yarn. Warner Oland, Drue Leyton, Mona Barrie. Dir. Eugene Forde. Rel. Sept. 14.

Charlie Chan's Courage. Another episode in the life of the Chinese sleuth. Warner Oland, Drue Leyton. Dir. Geo. Hadden. Rel. June 23.

Constant Nymph (British Gaumont). British-made version of a frustrated love. British cast. 84 mins. Rel. March 23. Rev. April 10.

Grand Canary. Warner Baxter, Madge Evans. Dir. Irving Cummings. 78 mins. Rel. July 13. Rev. July 24.

Handy Andy. Will Rogers, Peggy Wood. Dir. David Butler. 81 mins. Rel. July 27. Rev. Aug. 7.

Heart Song. British-made with Lillian Harvey and Mady Christians in the title. From a Pommer production. Dir. Frederich Hollander. 81 mins. Rel. April 27.

I Believed in You. Original story. Rosemary Ames, Victor Jory, John Boles. Dir. Irving Cummings. 68 mins. Rel. Feb. 23. Rev. April 11.

Judge Priest. Based on the Irvin Cobb stories of down south. H. B. Walthall, Dir. John Ford. Rel. John Ford. Rel. Oct. 5.

Lovetime. Musical romantic story. Pat Patterson, Nils Asther, Herbert Mundin, Harry Green. Dir. Jas. Tinlin. Rel. Sept. 21.

Marie Gallante. Done from the novel of the same name. Spencer Tracy, Alibi Gallian, Helen Gaylor. Dir. Hugh King. Rel. Oct. 26.

Murder in Trinidad. Mystery story from Vandercor's novel. Nigel Bruce, Heather Angel. Dir. Louis King. 74 mins. Rel. April 6. Rev. May 23.

Now I'll Tell. Mrs. Arnold Rothstein's story based on her husband's life. Spencer Tracy, Helen Twelvetrees. Dir. Edwin Burke. 87 mins. Rel. May 11. Rev. May 30.

Orient Express. Mystery on a railroad train. Heather Angel, Norman Foster. Dir. Paul Martin. 72 mins. Rel. Jan. 12. Rev. March 6.

Pursued. Romantic drama. Original. Rosemary Ames, Victor Jory, Port Keltton. Dir. Louis King. Rel. Aug. 24.

Servant of Two Masters. From a story by Leon Ayres decide to spend their honeymoon earning their own living. Both engage in domestic service. All works to a happy ending. Dir. Frank Lloyd. Rel. Sept. 7.

She Learned About Sailors. Navy romance in Shanghai and Los Angeles. Rosemary Ames, Mitchell and Durant. Dir. Geo. Marshall. 52 mins. Rel. July 6. Rev. July 31.

She Was a Lady. Helen Twelvetrees, Robert Young. Dir. John Blystone. Rel. July 20. Rev. July 31.

Springtime. From a story by Leon Ayres stage play. Otto Kruger, Nancy Carroll, Nigel Bruce, Heather Angel. Dir. Frank Tuttle. (Claspy produced). Rel. May 25.

Stand Up and Cheer. Musical. Warner Baxter, Madge Evans, Sylvia Froos. 70 mins. Rel. July 13. Rev. June 19.

State Versus Elinor Norton. The Screen version of Mary Roberts Rinehart story. Claire Trevor, Norman Foster, Gilbert Roland. Dir. Hamilton MacFadden. Rel. Oct. 12.

Such Women Are Dangerous. From the story 'Odd Thursday'. Warner Baxter, Rosemary Ames, Rochelle Hudson. Dir. Jas. Flood. 81 mins. Rel. May 4. Rev. June 12.

Wild Gold. John Boles, Claire Trevor, Harry Green. Dir. Geo. Marshall. 77 mins. Rel. June 8. Rev. July 31.

World Moves On. The. Love story which covers a century. Madeleine Carroll, Franchot Tone. Dir. John Ford. 104 mins. Rel. Aug. 31. Rev. July 2.

Freuler Associates Office: R.K.O. Bldg., New York, N. Y.
Kiss of Araby. Original. Sarah story of British army and life with an interest. Maria Alba, Walter Byron, Claire Windsor. Dir. Phil Rosen. Rel. April 21.

Gaumont-British Office: 226 West 42nd St., New York, N. Y.
Along Came Sally. Comedy musical. Clety Courtneidge. Dir. Tim Whelan. 70 mins. Rel. July 13. Rev. June 19.

Channel Crossing. Drama. Matheson Lang, Constance Cummings. Dir. Milton Rossmore. 63 mins. Rel. May 15. Rev. June 5.

Friday the 13th. Bus crash and what led up to it. Jessie Matthews, Frank Lawton, Sonnie Hale. Dir. Victor Saville. 70 mins. Rel. May 15. Rev. May 2.

Ghoul, The. Thriller. Boris Karloff. Dir. T. H. Hunter. 73 mins. Rel. Jan. 1. Rev. Jan. 30.

It's a Boy. Comedy. E. E. Horton, Leslie Henson. Dir. Tim Whelan. 75 mins. Rel. June 1. Rev. June 12.

Just South. Comedy. Mary Kay, Fred Astaire. Tom Walls, star and director. 79 mins. Rel. April 13. Rev. April 21.

Orders Is Orders. American making film in British army. James Gleason, Charlotte Greenwood. Dir. Walter Forde. 70 mins. Rel. May 1. Rev. May 4.

Prince of Wales. Newsreel compilation of British holi's life. 60 mins. Rel. April 14. Rev. April 21.

Woman in Command. Backstage story with music. E. E. Horton, Clety Courtneidge. 70 mins. Rel. May 15. Rev. June 5.

Majestic Office: R.K.O. Bldg., New York City.
Scarlet Letter. The. Hawthorne's dramatic classic. First sound filming. Cal-
ben Mears and Hattie Albright. Dir. Robert Vignola.

(Continued on page 22)

HOW THEY BROKE RECORDS IN BALTIMORE AND BOSTON WITH M-G-M's "TREASURE ISLAND"

BALTIMORE

STREET FLOAT

Replica pirate ship on float in advance and during run. Pirate gave away pamphlet "Jackie Cooper's Adventures on Treasure Island."

TREASURE HUNT

Baltimore News Post and City Officials co-operated. Stories and pictures daily. 200 treasures buried in Druid Hill Park night before hunt. 10,000 men, women and children took part. Police unable to cope with crowd. Long John Silver and Century Theatre Band started ceremonies. News Post photographer covered the event. 5000 pirate hats, 1000 Gold candy coins distributed.

SPECIAL SCREENING

Maryland Tercentary Celebration permitted special screening for critics, celebrities, officials aboard yacht.

PIRATE SHIP

Converted old two-masted schooner, with banner advertising picture. Took part in Maryland Regatta attended by 100,000 persons. Only commercial ship in pageant procession.

ARROWS

500 special arrows sniped on poles around town.

DRUG STORES

Readie Drug Store Chain used chests with coins, stills, relics, etc., for window displays. Contest to guess number of coins. Herald distributed by stores.

RADIO

"Treasure Island" record broadcast, also radio dramatization.

POSTERS

75 24-sheets; 100 6-sheets; 200 3-sheets; 200 window cards sniped everywhere. City literally plastered!

ORPHANS' PARTY

Tie-up with theatre and orphanage.

CATHOLIC REVIEW

Leading Catholic paper gave picture splendid send-off.

HAYS' OFFICE

Sent out letters to leading educators, clergymen, etc.

JUNIOR BIRDMEN

Tie-up with Junior Birdmen column. Photos of Jackie, who is a member, with miniature planes, etc.

BALLOON BALLYHOO

Huge captive balloon over theatre, with a streamer banner.

STREET BANNER

Big flash strung from theatre across street.

MAY COMPANY BOOK TIE-UP

Department store display, stills, photoplay edition, etc.

CLASSIFIED ADS

Under title AD-VENTURE contestants sent in their experiences as want-ad users. Got 1080 lines and cost a few passes.

BABY RUTH CANDY

Curtis Candy Co. of Chicago furnished window cards with Jackie Cooper tie-up. Got prominent store windows.

MAGAZINE TIE-UPS

"Screen Romances" carried story of picture. Placed cards on news-stands. "Read the story, see the picture."

PRATT LIBRARY

First time ever permitted a tie-up. Placed large oil painting in window with copy.

COUNTRY PAPERS

Planted stories, art, etc., in 16 country papers.

FUR FASHION SHOW

To attract women, tie-up with Furriers' Association of Baltimore. \$500,000 Fur Fashion Show on stage, modeled by society debs. Promotional ads placed by furriers.

COOPERATIVE ADS

Direct store tie-ups in ads. Also in Station WFBZ display ad announcing broadcasting of "Treasure Island."

LOBBY DISPLAY

Special inner lobby display 1 week in advance.

SPECIAL

EDITORIALS

Four leading newspapers ran editorials favorable to picture. First time in Boston history. Backed by united support of Boy Scouts, National Council of Teachers, etc.

CRIPPLED CHILDREN

2000 crippled children at special performance. Pirate hats distributed.

WHITTLING CONTEST

Boston Traveler sponsored a Whittling Contest. Special 12-Column photo of Jackie Cooper with Remington Arms Scout Knife, appeared daily. 10,000 booklets "How to Whittle" given away. Special prizes for best boats carved. Thousands of entries.

RACE-TRACK

Special "Treasure Island" Handicap run at Narragansett Park. Cup presented. Excellent publicity.

TREASURE HUNT

Boston American and Advertiser sponsored tremendous treasure hunt at Paragon Park.

ORPHANS' PERFORMANCE

12,000 orphans, guests of I. J. Fox, at special performance. Candy and pirate hats distributed.

WINDOW DISPLAYS

Coca-Cola has special cut-outs of Beery and Cooper. Grossett & Dunlap photoplay editions. Baby Ruth Candy. Planters' Peanuts. Old Gold Cigarettes. Butler Bros. Jackie Cooper sweat shirt. Beech-Nut chewing gum. Rockwood Candy. Whitman Candy.

RADIO STUNTS

Thousands of boys enrolled in Radio Pirate Club. Contest for best name for parrot in picture. Also tie-up with Skipper Jim hour representing 160 First National stores.

OTHER STUNTS

Jackie Cooper doubles contest. Birthday Club cards. Proctor & Gamble, White House tie-up on Jackie Cooper Treasure Island Gold and Silver Cake. Classified ad questionnaire.

SERIAL STORY

Ran daily in Boston Globe.

TABLOID STUNT

Daily Record published special front page lay-out for "Treasure Island."

LIBRARIES

15,000 book-marks distributed. Special displays, stills, etc.

STREET FLOAT

Cut-out figures of group of principal players, life-size on island with palms and treasure chest. A marvelous crowd-stopper.

HE GOT THE TREASURE!

So can you!

(It's all in the Big Campaign Book. Get a copy today and plan your GOLDEN ENGAGEMENT!)



Extra! While "Treasure Island" continues a smash success from Coast to Coast another M-G-M hit crashes the nation's box-offices! WATCH 'HIDE-OUT'!

CALENDAR OF CURRENT RELEASES

(Continued from page 21)

Studios: Culver City, Calif.
Metro New York N.Y.
 Girl from Missouri. The small town girl lands her millionaire. Jean Harlow, Franchot Tone, Lionel Barrymore. Dir. Jack Conway. 69 mins. Rel. Aug. 3. Rev. July 7.
 Hollywood Party. All star musical film. 68 mins. Rel. June 11. Rev. May 29.
 Laughing Boy. Ramon Novarro in the title role. Based on the Pulitzer Prize winning novel by Oliver La Farge. Lupe Velez. Dir. W. S. Van Dyke. 75 mins. Rel. May 20. Rev. May 15.
 Manhattan Melodrama. Story of old and new New York. Clark Gable, Wm. Powell, Myrna Loy. Dir. W. S. Van Dyke. 93 mins. Rel. May 4. Rev. May 8.
 Men in White. Picturization of the successful Broadway stage play of hospital life. Clark Gable, Myrna Loy, Jean Harlow. Dir. R. Boleslavsky. 72 mins. Rel. April 6. Rev. May 12.
 Murder in the Private Car. Mystery thriller with most of the action on a train. Chas. Ruggles, Una Merkel. Dir. Harry Beaumont. 60 mins. Rel. June 29. Rev. July 10.
 Operator 13. Based on the last novel of the late Robert W. Chambers. Marlon Davies, Gary Cooper. Dir. Richard Boleslavsky. 85 mins. Rel. June 8. Rev. June 26.
 Paris Interlude. Based on the play, 'All Good Americans.' Madge Evans, Una Merkel, Otto Kruger, Robert Young. Dir. Edw. L. Marin. 78 mins. Rel. July 7. Rev. July 31.
 Rip Tide (Opposing Forces Within Woman). An American girl marries into English nobility and suffers disappointment and disillusionment. Norma Shearer, Robert Montgomery, Herbert Marshall, Mrs. Pat Campbell. Dir. Edmund Goulding. Rel. March 23. Rev. April 3.
 Sadie McKee. Based on the novel by Vina Delmar. Joan Crawford, Franchot Tone. Dir. Clarence Brown. Rel. May 11. Rev. May 22.
 Showoff. The old stage play of a conceited man who makes good. Spencer Tracy, Madge Evans. Dir. Chas. Reisner. 78 mins. Rel. March 9. Rev. March 18.
 Stamboul Quest. Spy story. Myrna Loy, Geo. Brent. Dir. Sam Wood. 85 mins. Rel. July 13. Rev. July 17.
 Tarzan and His Mate. Further adventures of the characters created by Edgar Rice Burroughs. Jonnie Weissmuller, Maureen O'Sullivan, Neil Hamilton. Dir. Cedric Gibbons. Rel. March 30. Rev. April 24.
 Thin Man. The murder mystery from Dashiell Hammett's novel. Wm. Powell, Myrna Loy, Maureen O'Sullivan. Dir. W. S. Van Dyke. 80 mins. Rel. May 25. Rev. July 2.
 Treasure Island. The Stevenson story. Wallace Beery, Jacks Cooper, Lionel Barrymore. Dir. Victor Fleming. 103 mins. Rel. Aug. 17. Rev. Aug. 21.
 Viva Villa. Wallace Beery portrays the famous Mexican character. Pancho Villa. Stuart Erwin, Fay Wray, Leo Carrillo. Dir. Jack Conway. 112 mins. Rel. April 7. Rev. April 17.
Studios: 6048 Sunset Blvd., Hollywood, Calif.
Monogram Rockefeller Center, N.Y.C.
 Beggars in Ermine. Bankrupt steel man organizes a mendicant trust. Lionel Atwell, Betty Furness. Dir. Phil Rosen. 70 mins. Rel. Feb. 22. Rev. May 1.
 Blue Steel. The Stevenson story. Wallace Beery, Jacks Cooper, Lionel Barrymore. Dir. Victor Fleming. 103 mins. Rel. Aug. 17. Rev. Aug. 21.
 City Limits. Ray Walker, Sally Blane, Frank Craven. Story of breezy newspaper reporter who gets his story—and the girl. 70 mins. Rel. May 1. Rev. July 10.
 Girl of the Limberlost. A. Gene Stratton-Porter story. Marian Marsh, Ralph Morgan, Louise Dresser. Dir. Christy Cabanne.
 Happy Landing. Ray Walker, Jacqueline Wella. 63 mins. Rel. Sept. 1.
 Healer. The. From novel by Robert Herrick. Dir. Reginald Barker.
 House of Mystery. The. Verna Hillie, Ed Lowry. Dir. William Nigh. 62 mins. Rel. April 30.
 Jane Eyre. Charlotte Bronte's classic. Colin Clive, Virginia Bruce. Dir. Christy. 65 mins. Rel. Aug. 16.
 Loudspeaker. The. Radio comedy. Ray Walker, Jacqueline Wella. 67 mins. Rel. June 1. Rev. Aug. 14.
 Man from Utah. The. (Lone Star.) Utah cowboy exposes rodeo racket and wins the sheriff's daughter. John Wayne, Polly Ann Young. Dir. R. N. Bradbury. 55 mins. Rel. May 15.
 Moonstone. The. Wilkie Collins story of disappearance of famous gem. David Manners, Phyllis Barry. Dir. Reginald Barker. Rel. Aug. 20.
 Monte Carlo. Mary Brian, John Darrow. 62 mins. Rel. May 20.
 Money Means Nothing. Wallace Ford, Gloria Shea. 70 mins. Rel. June 15. Rev. July 10.
 Randy Rides Alone. (Lone Star.) John Wayne, Albert Vaughn. Dir. R. N. Bradbury. 54 mins. Rel. June 15.
 Shock. Ralph Forbes, Gwethlin Gill, Munroe Owsley. Shell-shock victim returns from World War, falls in love with the wife he had married just before going to front, and hates his unknown rival till his identity is re-established. Dir. Roy Pomeroy. 66 mins. Rel. Aug. 1.
 Star Packer. The. (Lone Star.) John Wayne, Verna Hillie. Dir. R. N. Bradbury. 54 mins. Rel. July 20.
 West of the Divide. Lone Star western. John Wayne, Virginia Brown Faire. Dir. R. N. Bradbury. 52 mins. Rel. May 15.
 Woman's Man. Hollywood inside story. John Halliday, Wallace Ford, Marguerite de la Motte. Dir. Edmund Luddy.
Studios: 5881 Marathon St., Hollywood, Calif.
Paramount Omeas: 1501 Broadway, New York, N.Y.
 Claatpata. Egyptian spectacle with modern-dance. Claudette Colbert, Warren William, Henry Wilcoxon. Dir. Cecil De Mille. 102 mins. Rel. Aug. 16. Rev. Aug. 21.
 Come On Marines. Marine corps rescues a shipwrecked girl's seminary. Richard Arlen, Ida Lupino, Roscoe Karns. Dir. Henry Hathaway. 64 mins. Rel. March 25. Rev. March 27.
 Death Takes a Holiday. Death takes a holiday to learn of life. Proves the stage play. Fredric March, Evelyn Venable. Dir. Mitchell Leisen. 70 mins. Rel. March 30. Rev. Feb. 27.
 Double Door. Thriller story of a diamond old maid. Mary Morris, Evelyn Venable. Dir. Chas. Ford. 75 mins. Rel. May 4. Rev. May 8.
 Elmer and Elsie. Truck driver and the president of a piano concern both pro-

claim the man is the head of his business and his home. Their wives prove the reverse to be the case. George Bancroft, Frances Fuller, Roscoe Karns, Nella Walker. Dir. Gilbert Pratt. 70 mins. Rel. July 27. Rev. Aug. 7.

Great Filtration. The. Stage story by Gregory Ratoff in which an egotistical matinee hero sacrifices his career to promote that of his wife. Elissa Landi, Adolphe Menjou. Dir. Ralph Murphy. 71 mins. Rel. June 15. Rev. June 26.
Here Comes the Groom. Escaping burglar is forced to impersonate the groom of a deserted bride. Jack Haley, Patricia Ellis. Dir. Raoul Pagnol. Rel. June 15. Rev. June 26.
His Double Life. (Dowling.) Light comedy. Lillian Gish, Roland Young. Dir. Arthur Hopkins. 63 mins. Rel. Jan. 12. Rev. Dec. 19.
I Married an Actress. Matinee idol loses out to his wife, an actress, who takes his glory. Adolphe Menjou, Elissa Landi. Dir. Ralph Murray. Rel. June 26.
It Ain't No Sin. Mae West as a burlesque queen. Roger Pryor, John Mack Brown. Dir. Leo McCarey. Rel. June 23.
Kiss and Make Up. Beauty doctor marries his model. Cary Grant, Genevieve Tobin, Helen Black and the Wampas Baby Stars. Dir. Harlan Thompson. Joan Negulesco. Rel. July 13. Rev. July 2.
Ladies Should Listen. Parisian telephone girl helps a South American millionaire. Cary Grant, Frances Drake, Ed. Everett Horton. Dir. Frank Tuttle. 61 mins. Rel. Aug. 3. Rev. July 26.
Little Miss Marker. Damon Runyon story of a child who was pledged with a hookmaker. Adolphe Menjou, Dorothy Dell, Chas. Bickford, Shirley Temple. Dir. Alex. Hall. 110 mins. Rel. June 1. Rev. May 22.
Many Happy Returns. The Bunker and Alice at their dizziest. Wm. C. Lombardo, Joan Marsh. Dir. Norman MacLeod. 65 mins. Rel. June 8. Rev. June 12.
Melody in Spring. Radio singer at home and abroad. Lanny Ross, Chas. Bickford, Mary Boland. Dir. Norman MacLeod. 75 mins. Rel. April 29. Rev. April 3.
Murder at the Vanities. From the Earl Carroll stage production. Murder backstage. Carl Brisson, Victor McLaglen, Jack Oakie, Kitty Carlisle. Rel. April 11. Rev. Aug. 3. Rev. May 11.
Notorious Sophie Lang. Story of international jewel thief. Gertrude Michael, Paul Cavanagh. Dir. Ralph Murphy. 60 mins. Rel. July 20. Rev. July 24.
Old Fashioned Play. The. W. C. Fields, Joe Morrison, in a road show in the U.S. Baby LeRoy, Judith Allen. Dir. Wm. Beaudine. 63 mins. Rel. July 6. Rev. July 17.
Private Scandal. Suicide which is decided to be a murder because none of the witnesses dare his own exposure to scandal. Zasu Pitts, Phillips Holmes, Ned Sparks, Mary Brian. Dir. Ralph Murphy. 64 mins. Rel. May 11. Rev. June 19.
She Made Her Bed. Show lot story about a brutal animal trainer. Rich. Arlen, Robert Armstrong. Dir. Ralph Murphy. Rel. March 9. Rev. May 1.
Shoot the Works. A denatured 'The Great Magoo.' Jack Oakie, Ben Bernie. Dorothy Dell. Dir. Wesley Ruggles. Rel. June 29. Rev. July 10.
Thirty Days a Princess. Obscure screen plays at being a princess. Sylvia Sydney, Cary Grant. Dir. Marion Goring. 76 mins. Rel. May 18. Rev. May 15.
Trumpet Blows. The. George Raft becomes an amateur bull fighter. Geo. Raft, Adolphe Menjou, Frances Drake. Dir. Stephen Roberts. 63 mins. Rel. April 11. Rev. July 10.
We're Not Dressing. Comedy of shipwrecked royalty. Bing Crosby, Carole Lombard, Burns and Allen, Ethel Merman, Leon Errol. Dir. Norman MacLeod. 80 mins. Rel. May 1. Rev. May 1.
Wilding House. The. August Thoms play of a murder innocently caused by hypnotism. Sir Guy Standing, John Halliday, Judith Allen. Dir. Henry Hathaway. 65 mins. Rel. April 27. Rev. May 1.
Wharf Angel. Romance in San Francisco of 1907. Victor McLaglen, Dorothy Dell. Dir. W. C. Fields. 85 mins. Rel. March 15. Rev. April 24.
You Belong to Me. State story with Helen Mack, Lee Tracy. Dir. A. L. Walker. Rel. July 27.
You're Telling Me. Fields as a small town garage man. W. C. Fields, Loan Howarth, Buster Keaton, Adrienne Ames. Dir. Eric Keaton. 65 mins. Rel. April 8. Rev. July 27.

Principal

Fighting to Live. Captain, the dog, and Lady, his mate, in a story based on a true incident in their lives. Mary Shilling and Gaylord Pendleton. 50 mins. Rel. May.
Little Damsel. Tna. Anna Neagle and James Kennis. The story of a 'night club queen' in a ritz London 'hot spot'. 58 mins. Rel. June.

R.K.O. Radio

Adventure Girl. Lowell goes down to Guatemala in a foot-schooner, 'The Black Hawk,' and has a series of thrilling adventures trying to find a sacred emerald. Joan Lowell, Capt. Wagner, Bill Sawyer. Otto Kruger. 68 mins. Rel. Aug. 14. Rev. Aug. 14.
Alian Cord. Talented young musician realizes after a series of disappointing love affairs that love and a career won't mix and chooses career. Ann Harding, John Boles, Margaret Hamilton, Arnold Korff. Dir. Edward Stevens. Rel. July 27.
Bachelor Ball. The story of a matrimonial agency run by a timid young man and the gangsters who try to make it into a racket. Stuart Erwin, Pert Kelton, Skeets Gallagher, Rochelle Hudson. Dir. George Seaton. Rel. July 27.
Cockeyed Cavaliers. A costume story with Bert Wheeler and Robert Woolsey. Thelma Todd, Dorothy Lee, Noah Beery. Dir. Mark Sandrich. 72 mins. Rel. June 29. Rev. July 31.
Crime Doctor. A famous detective, jealous of his wife who no longer loves him, plans the perfect crime. Otto Kruger, Karen Morley, Nils Asther, Judith Wood. Dir. John Robertson. Rel. April 27. Rev. May 15.
Down to Their Last Yacht. impoverished millionaires take a party of pay-rol. 68 mins. Rel. Aug. 14. Rev. Aug. 14.
Polly Moran. Ned Sparks. Dir. Paul Sloane. Rel. Aug. 14.
Finishing School. A young boarding school girl becomes involved with a young doctor. Ginger Rogers, Frances Dee, Bruce Cabot, Billie Burke. Dir. George Cukor. Rel. July 5. Rev. July 5.
Hat, Coat and Glove. A murder story of a husband who has to defend his wife's lover against an indictment of murder. Ricardo Cortez, John Halliday, Betty Hobbins. Dir. Worthington Miner. 64 mins. Rel. Aug. 24. Rev. July 31.
His Greatest Gambler. A father, in prison for murder, escapes in order to save his daughter from her domineering mother. Richard Dix, Dorothy Wilson. Dir. John Robertson. 70 mins. Rel. Aug. 24. Rev. July 24.
Let's Try Again. After ten years of married life, a couple decide to try new partners, only to discover that the habit of being together is too strong. Olive Brook, Diana Wynyard, Irene Hervey, Helen Vinson. Dir. Worthington Miner. 67 mins. Rel. July 5. Rev. July 5.
Life of Vergil Winter. The. A woman's devotion for a man which causes her to live in the back street of his life so that he may become a great statesman. Ann Harding, John Boles. Dir. Alfred Santell. 83 mins. Rel. June 22. Rev. June 22.
Murder on the Blackboard. A school teacher helps unravel a murder which takes place in a classroom. Edna May Oliver, James Gleason. Dir. George Archainbaud. 78 mins. Rel. June 15. Rev. June 26.
Of Human Bondage. A poignant story of a man who is born with a partial cripple. Leslie Howard, Bette Davis, Reginald Denney, Reginald Sheffield, Alan Hale. Dir. John Cromwell. 83 mins. Rel. July 20. Rev. July 2.
Sing and Like It. Gangster backs a Broadway show and makes sure of good reviews by furnishing special 'actouts' for each reviewer. Zasu Pitts, Pert Kelton, Edward Everett Horton, Nat Pendleton, Ned Sparks. Dir. William Sefton. 60 mins. Rel. April 20. Rev. April 17.
Stingaree. Notorious Australian bandit of the 'Hobbes' type with a flair for the aesthetic things of life. Irene Dunne, Richard Dix, Conway Tearie, Mary Boland. Dir. William Wellman. 76 mins. Rel. May 25. Rev. May 22.
Strictly Dynamite. A poet becomes a gag writer for a famous radio comic. Jimmy Durante, Lupe Velez, Norman Foster, Marian Nixon. Dir. Elliott Nugent. Rel. May 11. Rev. July 10.
Success at Any Price. Ruthless business man finds love at last. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin. Dir. J. Walter Ruben. Rel. March 16. Rev. May 8.
Success Story. The ruthless rise to power and wealth of a boy of the New York tenement district. Douglas Fairbanks, Jr., Colleen Moore, Genevieve Tobin, Frank Morgan. Dir. J. Walter Ruben. March 16.
Their Big Moment. A comedy drama with a supernatural twist and murder mystery. Zasu Pitts, Slim Summerville, Bruce Cabot, Ralph Morgan. Dir. James Cruze. Rel. Aug. 15.
This Man is Mine. To preserve her marriage a young wife virtually hurls her husband into the arms of his first love. Irene Dunne, Constance Cummings, Ralph Bellamy, Kay Johnson. Dir. John Cromwell. 75 mins. Rel. April 13. Rev. April 17.
We're Rich Again. A woman gets her man by helping her family out of financial difficulties. Edna May Oliver, Billie Burke, Marian Nixon. Dir. William A. Seiter. Rel. July 11.
Where Sinners Meet. An eloping couple have a break-down in their car and spend the night in an unsavory hotel where the host, a philosopher, shows

Studio Placements

(Continued from page 21)

ence Wilson, Cora Sue Collins, Isabel Jewell, Edwitt Brophy, Claudell Kaye, Ruth Renick, Evelyn Prentice, M.G.
 Tammany Young, Hal Hill, Tempe Pigott, Walter McGrath, Lee Shumway, Stanley Blystone, Sam McDaniel, Lemon Dron Kid, Pat Christian, Rub, Otto Harlan, Leo Kohlman, Herbert Heywood, Grace Hayle, Betty Heistad, Devonia Duxie, Marjorie Davis, Sid Jaria, 'Tulane in the Air' Fox.
 Leonard Field, David Silverstein, screen play 'She Married a Millionaire'.
 E. J. Gibbons, scripting 'Rendezvous at Midnight'.
 Alan James, writing orig for Buck Jones.
 Adele U. Buffington adapts 'Lady Tulane'.
 George Wagner scripting orig, U. Russell Hardie, 'Hell in Heaven', Fox.
 James Bush, 'Police Ambulance', Camer.
 John Buckler, Una O'Connor, 'David Copperfield', M.G.
 George Fitzmaurice, directs untitled pic, Blue Ribbon, M.G.
 Benny Baker, 'Kickoff', Radio.
 Charles Irwin, 'College Rhythm', Par.
 George Regas, 'Lives of a Bengal Lancer', M.G.
 G. Pat Collins, 'Night Life of the Gods', U.
 Neil Hamilton, 'By Your Leave', Radio.
 George Cooper, 'Murder in the Clouds', W.B.
 Eugene A. Pallette, 'Bordertown', W.B.
 John Meehan, scripting 'My Brother's Wife', M.G.
 John Higgins, scripting 'Dolly', M.G.
 Wild Funning, screen play 'Honey-moon Limited', Mono.
 Richard Schayer, screen play, 'Lady Goes to Town', M.G.
 Bernard Schubert Harvey Gates scripting 'Gravy Game', M.G.
 Bartlett Cormack, scripting 'Damon Runyon Arrns', M.G.
 Dubois Hayward, dialog 'Good Earth', Metro.
 Frank Wead, scripting 'West Point of the Air', M.G.
 Lee Phelps, 'College Rhythm', Par.
 Bud Galea, 'Enter Madame', Par.
 Charles Ray, 'By Your Leave', Radio.
 George Gray, 'Kentucky Kernels', Radio.
 James Warrick, Rollo Lloyd, Charles Stevens, Eddie Das, 'Lives of a Bengal Lancer', Par.
 Eric Alden, Dutch Hendrian, 'College Rhythm', Par.

Contracts

Hollywood, Aug. 27.
 Metro lifted option of Robert Florsch for half-year. Now doing screen play, 'Winning Ticket'.
 Ruth Donnelly's option placed at Warner's.
 Rosalind Russell placed at Metro. Initiator is 'Even Prentice'.
 Covenants have been given Madge Evans and Irene Hervey at Metro.
 Leon Gordon copped new acting-writing pact at Par. Will script next for Ben Bernie.
 Warners termed Carrie Daumery-Radio's 'new' deal with Daumery-Dix calls for two pictures.
 Jean Chadburne, Wampas alternate, placed at Metro.

McBride Spokane City Mgr.

Spokane, Aug. 27.
 H. D. McBride, former manager of Orpheum, has become city manager for theatres operated by Evergreen. Will be in charge of Fox, State and Orpheum, with Russell Brown of the State taking over the Orpheum reins. Formerly, he previously at the Orpheum, directing the State. Al Barker remains at the Fox.

Orpheum has dropped stage shows and gone double bill for the remainder of the summer.



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CALL FOR CURRENT RELEASES

(Continued from page 23)

them the error of their way. Clive Brook, Diana Wynyard, Reginald Owen, Billie Burke, Alan Howard, Albert Emery. Dir. J. Walter Ruben. 68 mins. Rel. May 18. Rev. May 29.

Wild Cargo. Frank Buck's expedition into the Asiatic jungles to capture wild animals. Frank Buck, Dir. Arnold Debus. Rel. April 6.

United Artists

Affairs of Cellini. The love life of Benvenuto Cellini. Fredric March, Constance Bennett, Frank Morgan, Fay Wray, Dir. Gregory La Cava. Rel. Aug. 24.

Born to Be Bad. Story of a woman apparently destined by circumstances to be always wicked in spite of her virtues. Loretta Young, Cary Grant, Paul Harvey, Dir. Lowell Sherman. Rel. May 18.

Buildup Drummond Strikes Back. Further adventures in crime solution. Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel. Dir. Roy Del Ruth. Rel. July 20. Rev. Aug. 21.

Count of Monte Cristo. The famous Dumas' classic about the man who found a fabulous fortune and used it to revenge a great wrong. Robert Donat, Elissa Landi, Louis Calhern, Sidney Blackmer. Dir. Rowland V. Lee. Rel. Sept. 7.

House of Rothschild. The (20th Cent.). Strong drama of the great financial house. George Arliss, Boris Karloff, Loretta Young. Dir. Alfred Weiker. 94 mins. Rel. April 6. Rev. March 29.

Last Gentleman. The Shrewd and elderly millionaire cleverly foils the plans of his son to chisel his money away. George Arliss, Edna May Oliver, Janet Beecher and Ralph Morgan. Dir. Sidney Lanfield. Rel. Oct. 5.

Looking for Trouble. Thrills in the lives of telephone linemen, with a couple of love stories on the side. Spencer Tracy, Jack Oakie, Constance Cummings, Arline Judge. Dir. Wm. Wellman. 77 mins. Rel. March 9. Rev. April 17.

Our Daily Bread. Disinherited folks from all walks of life begin all over on an abandoned farm. Karen Morley, Tom Keene, and Barbara Pepper. Produced and directed by King Vidor. Rel. Sept. 28.

Private Life of Don Juan. Don Juan discovers that, deprived of his name and reputation, he's no greater lover than the next fellow. Douglas Fairbanks, Merle Oberon, Benita Hume. Dir. Alex. Korda. Rel. Oct. 19.

Sorrell and Son. A tale of the love between father and son. H. B. Warner, Peter Penrose, Hugh Williams, Winifred Shotter. Dir. Jack Raymond. Rel. April 20.

We Live Again. A vivid new version of Tolstoy's immortal "Resurrection." Anna Sten, Richard March, Jane Baxter, C. Aubrey Smith. Dir. Rouben Mamoulian. Rel. Sept. 21.

Studio Universal City. **Universal** Offices: 30 Rockefeller Center, New York, N. Y.

Affairs of a Gentleman. Drama. Paul Lukas, Lella Hyams, Patricia Ellis. Directed by Steven Soder. Dir. Edwin L. Marion. 70 mins. Rel. May 14. Rev. June 26.

Bombay Mail. Edmund Lowe Production. Dir. Ed. Marlin. Rel. Jan. 1. Rev. Jan. 9.

Black Cat. The Mystery. Karlhoff, Bela Lukos, David Manners. Dir. Edgar Winter. 70 mins. Rel. May 7. Rev. May 22.

Embarrassing Men. Comedy-drama. Chester Morris, Marion Nixon. Dir. Ed. Laemmle. Rel. July 9.

Gift of Gab. Comedy-drama-musical. Edmund Lowe, G. Stuart and big radio and screen star. Dir. Karl Freund. Rel. May 25.

Glamour. Comedy-drama. Constance Cummings, Paul Lukas. Dir. William Wyler. 75 mins. Rel. April 9. Rev. May 15.

Half a Sinner. Drama. Joel McCrea, Sally Blane, Buster Churchill. Dir. Kurt Neumann. 70 mins. Rel. April 30. Rev. June 26.

Honor of the Hege. Western. Ken Maynard. Dir. Alan James. 60 mins. Rel. April 16. Rev. May 1.

Human Side. The Drama. Arolphe Menjou, Doris Kenyon. Dir. Eddie Buzzell. Rel. Aug. 27.

I Give My Love. Drama. Wynne Gibson, Paul Lukas. Dir. Karl Freund. 67 mins. Rel. May 25.

I'll Tell the World. Comedy. Lee Tracy, Gloria Stuart, Roger Pryor. Dir. Edwin Sedgwick. 73 mins. Rel. April 16. Rev. April 24.

Imitation of Life. Drama. Claudette Colbert, Warren William. Dir. John Siodmak. Rel. Oct. 19.

Let's Be Ritzy. Comedy-drama. Lew Ayres, Patricia Ellis, Frank McHugh, Isabelle Jewell, Hedda Hopper. Dir. Edward Ludwig. Rel. March 26.

Let's Talk It Over. Comedy-drama. Chester Morris, Mac Clarke, Frank Craven, Anna Divine. Dir. Kurt Neumann. 65 mins. Rel. June 11.

Little Man, What Now? Drama. Margaret Sullivan, Douglass Montgomery. Dir. Frank Capra. 97 mins. Rel. June 4.

Love Captive. Drama. Arthur Gloria Stuart. Dir. Max Marcin. 61 mins. Rel. May 21. Rev. June 19.

Love Birds. Comedy. Slim Summerville, Zasu Pitts. Dir. Wm. Selzer. 60 mins. Rel. March 12. Rev. May 23.

Million Dollar Ransom. Comedy-drama. Edward Arnold, Mary Carlisle. Dir. Murray Roth. Rel. Sept. 16.

One More River. Drama. Diana Wynyard, Colin Clive. Dir. James Whale. 83 mins. Rel. Aug. 6. Rev. Aug. 14.

Poor Rich. The Comedy. Edna May Oliver, Edward Everett Horton. Dir. Ed. Sedgwick. 65 mins. Rel. May 21. Rev. July 24.

Romance in the Rain. Comedy-drama. Roker Fryer, Victor Moore and Heather Angel. Dir. Stuart Walker. Aug. 13. 75 mins.

Smoking Guns. Western. Ken Maynard. Rel. June 11. Rev. Aug. 14.

There's Always Tomorrow. Drama. Frank Morgan, Lela Wilson. Dir. Ed. Sloman. Rel. Sept. 17.

Uncertain Lady. Comedy-drama. Genevieve Tobin, Edward E. Horton. Dir. Karl Freund. 63 mins. Rel. April 23. Rev. Aug. 7.

Wake Up and Dream. Musical. Russ Columbo, Roger Pryor, June Knight. Dir. Kurt Neumann. Rel. Sept. 24.

Wheels of Destiny. Western. Ken Maynard. Dir. Alan James. Rel. Feb. 19. Rev. April 3.

Studios Burbank. **Warner Brothers** Offices: 321 W. 44th St., New York, N. Y.

As the Earth Turns. Epic in the romance of American life and a revelation of the character of the new England farmer, taken from the story of Gladys Hasty Carroll. Jean Muir, Donald Woods, Dorothy Peterson. Dir. Alfred E. Green. 73 mins. Rel. April 14. Rev. April 17.

Dames. Musical spectacle. Joan Blondell, Ruby Keeler, Dick Powell, Guy Kibbee. Dir. Ray Enright. 90 mins. Rel. Sept. 1. Rev. Aug. 21.

Dr. Monica. Drama. A woman who tries to help her hubby's girl friend. Kay Francis, Warren William, Jean Muir, Verree Teasdale. Dir. William Keighly. 65 mins. Rel. June 23. Rev. June 26.

Friends of Mr. Sweeney. Comedy-drama of the brownie-bust husband who turns the tables on his new neighbor. Richard Barthelmess, Eugene Pallette, Dorothy Tree. Dir. Edward Ludwig. 68 mins. Rel. July 7. Rev. July 31.

Harold Teen. Hilarious comedy romance which brings to life on the screen the character of Carl Ed's comic strip. Hal LeRoy, Rochelle Hudson, Patricia Ellis, Guy Kibbee. Dir. Murray Roth. 66 mins. Rel. April 7.

Here Comes the Navy. Comedy-drama of a girl who tried to buck the fleet. James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Frank McHugh. Dir. Lloyd Bacon. 82 mins. Rel. July 21. Rev. July 24.

He Was Her Man. Action melodrama of the gal who double-crossed herself in love when her past came back. James Cagney, Joan Blondell, Frank Craven, Harold Huber. Dir. Lloyd Bacon. 70 mins. Rel. July 16. Rev. May 22.

Housewife. A domestic wife beats the vamp. Bette Davis, Geo. Brent. Dir. Alfred E. Green. 70 mins. Rel. Aug. 11. Rev. Aug. 14.

Key. The Fighting for love while the Sinn Fein and the Black and Tan crossfire during to a captain of industry. Richard Barthelmess, "The Key." William Powell, Edna Best, Colin Clive, Henry O'Neill. Dir. Michael Curtiz. Rel. June 6.

Madame Du Barry. Drama of the lady who made history sit up and take notice, with some twists. Dolores Del Rio, Reginald Owen, Ugo Yerkins, Verree Teasdale, Victor Jory, Dorothy Tree, Helen Lowell. Dir. William Dieterle. Rel. July 14.

Merry Wives of Reno. Comedy-farce of the Reno divorce mill in action. Margaret Dumont, Donald Woods, Guy Kibbee, Gloria Francis, Hugh Herbert and Frank McHugh. Dir. H. Bruce Humphreys. 64 mins. Rel. May 12. Rev. June 12.

Modern Hero. A. Based on the novel by Louis Bromfield, opening with the gay romance of circus life and carrying the hero through tremendous financial battles to a captain of industry. Richard Barthelmess, 70 mins. Jean Muir, Marjorie Rameau, Verree Teasdale. Dir. G. W. Pabst. Rel. April 21. Rev. April 24.

Personality Kid. The Fast moving melodrama of the boy and girl who turns into a real charmer thanks to wifery. Pat O'Brien, Gladys Parrill,

Clare Dodd, Henry O'Neill. Dir. Alan Crosland. 68 mins. Rel. July 14. Rev. Aug. 7.

Smarty. Comedy of the wife who wanted to commute between husbands. Joan Blondell, Warren William, Edward E. Horton, Frank McHugh and Claire Dodd. Dir. Robert Florey. 64 mins. Rel. May 26. Rev. June 26.

Upperworld. Drama by Ben Ilcenz dealing with a millionaire's adventures with a chorus girl. Warren William, Mary Astor, Ginger Rogers, Dickie Moore. Dir. Roy Del Ruth. 70 mins. Rel. April 28. Rev. May 29.

Miscellaneous Releases

Are We Civilized? (Haspin). Propaganda for peace. Dir. Edwin Carewe. 70 mins. Rel. June 19. Rev. June 19.

Ariane. (Blue Ribbon). British made story of a woman who pretends sophistication to win her love. Elizabeth Bergner, Percy Marmont. Dir. Paul Czinner. 80 mins. Rel. April 1.

Badge of Honor (Mayfair). Buster Crabbe in a original outdoor picture. Dir. Spencer Bennet. 62 mins. Rel. April 15. Rev. May 29.

Beyond Bengal (Showmen). Animal picture with narrative. 65 mins. Rel. May 15. Rev. May 22.

Blue Steel (Blue Star). John Wayne Western. Dir. R. N. Bradbury. 64 mins. Rel. June 19. Rev. July 19.

Cheaters (Liberty). Paroled convicts find love through crookedness. Bill Boyd, June Collyer, Dorothy Mackall. Dir. Phil Rosen. 65 mins. Rev. May 18.

Cross Street (Invisible). Story of a down and out surgeon who performs a skilled operation. Frank Craven, Sally Blane. Dir. Wm. Nigh. Rel. July 10.

Dancing Man. Gigolo story. Reginald Denry, Judith Allen. Dir. Al Ray. 64 mins. Rel. June 19. Rev. July 19.

Drama of Voodoo (International). All-Negro cast in screen version of stage play "Louisiana." Dir. Arthur Hoerl. 70 mins. Rel. May 7. Rev. May 15.

Guilty Parents. (Jay Dee Kay). Sex education story. Jean Ray, Glen Boles. Dir. Jack Tinker. 63 mins. Rel. April 10.

Hired Wife. (Finchale). Man hires a bride to get a fortune and falls in love with her. Greta Nissen, Weldon Heyburn. Dir. Geo. Melford. 60 mins. Rel. March 13.

Lost Jungle (The Mascot). Circus-jungle story. Clyde Reatty. Dir. Armand Schaefer. 65 mins. Rel. June 19.

Picture Brides (Allied). Story of the Brazilian diamond mines. Dorothy Mackall, Regis Toomey. Dir. Phil Rosen. 60 mins. Rev. May 29.

Unknown Soldier Speaks (The Lincoln). War clips with a new angle. 70 mins. Rev. May 29.

What's Your Racket. (Showmen). Familiar gangster frameup. Regis Toomey, Noel Francis. Dir. Fred Guol. 60 mins. Rel. Jan. 1. Rev. March 6.

White Heat (Seven Seas). Love on a Hawaiian plantation. Virginia Cherrill, John Lewis, David Newell. Dir. Lois Weber. 60 mins. Rel. June 19.

Wine, Women and Song. (Chadwick). Liliyan Tashman's last picture. Backstage story. Liliyan Tashman, Lew Cody. Dir. Leon D'Ussieu. 64 mins. Rev. March 27.

Woman Unframed. (Goldsmith). Story of a policewoman. Lucille Gleason, Skeets Gallagher. Dir. W. J. Cowen. 68 mins. Rev. April 24.

World in Revolt (Mentone). News clips with comment by Graham McNamee. 69 mins. Rel. June 19. Rev. June 12.

Foreign Language Films

(Note: Because of the slow movement of foreign films this list covers one year of releases.)

(Most of these available with English titles.)

Adieu Les Beaux Jours (Fr) (Ufa). Greek romance. Brigitte Helm. Dir. Andre Beucler and Johannes Meyer. 90 mins. Rel. April 15. Rev. May 1.

Airplane (Ger) (Capitol). Test tube babies. Brigitte Helm. Dir. Richard Oswald. 70 mins. Rel. May 1.

Bettelstudent (Der. General.) (Ger.) Operetta. Dir. Viktor Jansson. 80 mins. Rel. Oct. 15.

Biondino (Ger) (Bavaria). Musical. Karin Hardt. Dir. Franz Seitz. 75 mins. Rel. Feb. 15.

Broken Shoes (Russ) (Amkino). Child reaction to politics. Anti-Hitler. Dir. Margarita Barskaya. 80 mins. Rel. March 15. Rev. April 3.

Chalutzim (Hebrew) (Acme). First talker made in Palestine. Dir. Alexander Kober. 70 mins. Rel. Feb. 15.

Ciudad de Carton (La Sp) (Fox). Drama of marital relations. Antonio Moreno, Catalina Barenca. Dir. Louis King. 70 mins. Rel. Feb. 15.

Crown of Thorns (Kinematrade) (Ger) (Dubbed Eng.). Biblical drama. Dir. Robert Wiene. 70 mins. Rel. March 15.

Cruz Y L'Espada (Ger) (Bavaria). Historical romance. Jose Mojica. Dir. Frank Strayer. 75 mins. Rel. Feb. 1.

Custas Abajo (Sp) (Par). Romantic drama. Carlos Gardel, Mona Maris. Dir. Louis Gasnier. 75 mins. Rel. Aug. 15.

Deux Orphelins (Les Fr) (Blue Ribbon). Costume melodrama. Yvette Chauviré, Carl Hens. 70 mins. Rel. Feb. 1. Rev. Feb. 15.

Doce Mujeres y un Don Juan (Sp). Romantic comedy. Dir. Jose Bucha. 80 mins. Rel. June 1.

Dream of My People (The Jewish) (Palestine). Silent travelogue of Palestine with records by Cantor Rosenblatt. Dir. Jos. Fox. 60 mins. Rel. Feb. 15.

Ein Gewitter (Ger) (Capitol). Spy drama. Hans Albers. Dir. Gerhard Lamprecht. 70 mins. Rel. Feb. 15.

Ein Toller Einfall (Ger) (Ufa). Farce comedy. Willy Fritsch, Dorothea Wieck. Dir. Kurt Geron. 70 mins. Rel. May 15.

Ein Stadt Stet Kopf (Ger) (Capitol). Farce. Dir. Gustav Gruendgens. 70 mins. Rel. April 15.

Eines Prinzen Jugend Liebe (Ger) (Ufa). Romantic comedy. Willy Fritsch. Dir. Arthur Robinson. 80 mins. Rel. March 15.

Ein Gad Gutt (Norwegian) (Scandinavian). From Bjornson's novel. Dir. Arne Brunlo. 70 mins. Rel. May 15.

Enemies of Progress (Russ) (Amkino). Last of the Czarist generals. Dir. Berenyeff. 65 mins. Rel. Jan. 15. Rev. Jan. 15.

Es Wird Schlimmer Besser (Ger) (Ufa). Farce. Dolly Haas. Dir. Kurt Geron. 65 mins. Rel. Jan. 1.

Feldherren (Der. General) (Bavaria). Military comedy. Betty Bird. Dir. Eugen Thiele. 70 mins. Rel. April 15.

Frau Lehmann's Tochter (Ger) (General). Melodrama. Hansi Niese. Dir. Karl Heins Wolf. 82 mins. Rel. Oct. 15.

Freuden-Falsch Verbunden (Ger) (Capitol). Musical comedy. Trude Brinck. Dir. Wm. E. Soder. 70 mins. Rel. Jan. 15.

Freudschade (Der. General) (Ufa). Romantic comedy. Willy Fritsch, Camilla Horn. Dir. Carl Boese. 75 mins. Rel. Jan. 1.

Galavortstellung (Die Ger) (General). Mystery comedy with music. Max Adalbert, the Fratellini. Dir. Friedrich Zeilnik. 87 mins. Rel. Dec. 1.

Gehetzte Menschen (Ger) (Fimchocol). Drama of father love. Dir. Friedrich Fehrer. 70 mins. Rel. June 1.

Geld Regiert da Welt (Ger). Domestic comedy. Gustav Froelich, Camilla Horn. Dir. Max Neufeld. 70 mins. Rel. May 1.

Girls in Uniform (dubbed English) (Ger) (Fimchocol). Dorothea Wieck and Carl Hens. Dir. Richard Oswald. 80 mins. Rel. March 1.

Gluckszylinder (Der. General) (Capitol). Boarding house romance. Felix Dresart, Charlotte Anders. Dir. Rudolf Bernauer. 75 mins. Rel. March 1.

Heideschulmeister Uwe Karsten (Ger) (Ufa). Nazi back to the farm propaganda. Carl Hens. 70 mins. Rel. April 15.

Hell on Earth (Ger) (Garrison) (dislike in five languages). Horrors of war. Dir. Victor Trivas. 80 mins. Rel. Jan. 15. Rev. Feb. 15.

Hochtourist (Der. General) (Ufa). Romantic comedy in Alps. Otto Wallburg. Dir. Alfred Zeiler. 70 mins. Rel. Jan. 15.

House of Gred (Russ) (Amkino). Melodrama. V. I. Gardin. Dir. A. V. Rodchenko. 70 mins. Rel. Aug. 14.

Ich Glaub Nie Mehr an Elina Frau (Bavaria) (Ger.). Life of a sailor. Richard Tauber. Dir. H. Reichmann. 80 mins. Rel. Oct. 1. Rev. Oct. 24.

Inge und die Millionen (Ger) (Ufa). Romantic crook drama. Brigitte Helm. 65 mins. Rel. April 15.

In the Land of the Soviets (Russ) (Amkino). Newsreel compilation of past year. 65 mins. Rel. July 1.

In Wien Hamt Ein Einmal Ein Maedel Geliebt (Ger). Military musical. Dir. Eric Schoenfelder. 70 mins. Rel. May 15.

Iza Noveva (Bulgarian). Produced, written by and starring Sari Fedek. 80 mins. Rel. June 1.

Juarez Y Maximiliano (Sp) (Col). Mexican royalty's fall. Dir. Miguel Torres. 80 mins. Rel. May 1.

July 14 (Prolex) (French). Sentiment to music. Annabella. Dir. Rene Clart. 65 mins. Rel. Oct. 15. Rev. Oct. 24.

Kara Slakten (Swedish) (Scandinavian). Romantic musical. Dir. Gustaf Molander. 80 mins. Rel. May 1.

Lachende Erben (Ger) (Ufa). Farce. Max Adalbert. Dir. Max Ophüls. 77 mins. Rel. Nov. 15.

Laughing Through Tears (Yiddish) (Warlikin). From a Sholem Aleichem novel. Dir. G. Critcher. 72 mins. Rel. Nov. 15. Rev. Nov. 21.

(Continued on page 42)

MPLS. STRIKE LOSS \$500,000

Minneapolis, Aug. 27.

Estimate is that teamsters' strike and martial law, just ended, dented local film houses more than \$500,000 in decreased grosses during its five week duration.

Newspapers here place the loss to industry as a whole, including retail stores and hotels, at \$500,000, with the strike causing a loss of more than \$5,000,000 in wages to local workers in all lines.

N.J. ALLIED IN CONV. NO LIKE NRA AND ASCAP

Atlantic City, Aug. 27.

Addressing the 15th annual convention of Allied Theatre Owners of N. J. and the Eastern Regional Allied Conference at the Ritz Carlton hotel here, Abram F. Myers, general factotum of Allied States, covered a lot of territory in attacking the motion picture code which he characterized as having been framed solely for the benefit of the major film interests; and the American Society of Composers, Authors and Publishers' new music tax demands.

Sidney E. Samuelson was re-elected president of the Allied Theatre Owners of New Jersey for his fifth consecutive term. Other officers re-elected: Julius Charnow, I. M. Hirschblond, Harry Waxman, v.p.'s; Irving Dullinger named secretary; J. Unger, assistant secretary; Louis Gerosky, treasurer, and W. D. Hunt, assistant treasurer. Jerome Kridel, also elected to a vice-presidency, and Louis Levin to an additional assistant treasurership. Both offices were created at this convention.

Haring and Blumenthal Easing Out of Theatres

Every so often Haring & Blumenthal decide to quit theatre operation to devote themselves to their real estate business exclusively, and turn their houses over to others, only to have them returned.

They've made one of those decisions again, and as a result have turned their Jersey houses over to Warners, which has taken in Brooklyn to I.R.O. and Bridge, in upper Manhattan, to Lee Brody. Only theatre remaining to Haring & Blumenthal is the Crescent, in the Bronx, and they are seeking an operator for that one, too.

Frisco Map Changes

San Francisco, Aug. 27.

Complexion of screen houses changes here this week. Orpheum (F&M) opens Thursday (30) with 'One Night of Love' after being dark all summer.

Paramount and St. Francis, both Fox-West Coast, quit duals, latter opening Friday (31) with 'Treasure Island,' and Paramount going single Thursday (30) with 'Scarlet Empress.'

New deal whereby Fox-West Coast will book for Fox (Leo) gives that house new lease on life. Fox will double bill and boost prices from 15 to 40c top.

SHEA'S GT.-LAKES RETURNS

Buffalo, Aug. 27.

A. Charles Hayman, operator of the Lafayette, independent downtown first run, and who leased the Great Lakes this month, after a competitive bidding battle with Shea Public Interests, this week sold the lease to the Great Lakes back to Shea.

Lakes will be reopened by Shea Labor Day with 'Cleopatra.' It is understood the Court Street, which was reopened this month by Shea Public, will be closed.

Booth Blaze Rages Half Town

Birmingham, Aug. 27.

Pastime theatre, Town Creek, destroyed along with about half of the other buildings in the town; damage all told about \$20,000. Blaze started in the booth when a film caught fire and spread rapidly through the other buildings.

MAY BAR FRANCHISE SALES

Scott Howe Bowen Hopes to Clear Up Tangle with Creditors' Committee Aid

By agreement with the majority of his creditors, Scott Howe Bowen has turned over the business administration of his enterprises to a committee consisting of George Storer, ABS president; Albert Cormier, gen. mgr. of WOIT, Newark; Arthur B. Church, gen. mgr. of KMBC, Kansas City, and Loren Watson. Arrangement places Watson, formerly with Victor and in recent years specializing as a business builder-upper for ailing stations, in executive charge of the Bowen concern, and assigns to Bowen himself the function of scouting for new business. Watson will handle all funds and office details.

In taking over the responsibility for the operation of Scott Howe Bowen, Inc., the creditors' committee have also involved themselves in the affairs of the Byer Recording Laboratory, which went into receivership several weeks ago. Stock control in Byer is held by Bowen, Inc. Permission was obtained in the New York Federal Court the week before last to present within 30 days a plan of reorganization for the recording studios. What disposal to make of the recording plant will eventually be determined by the creditors' committee.

Bowen declared last week that with the exception of three stations his creditors had readily agreed to the committee idea. He added that his indebtedness to the stations was not a large one and that he felt confident that he would in due time be able to pay them off to the last dollar.

Annenberg Papers Nix WMCA Spot Advertising On Horse Race Results

New York Telegraph and the Racing Form, both owned by the Annenberg interests, have refused to accept spotlight ads in connection with the Kentucky Winners cigaret program on WMCA, New York, on the ground that the latter competes with the service offered by the newspapers.

Cig account is using two and a quarter hours daily, except Sunday, on WMCA to broadcast racing results. The big race of the day gets a hoof by hoof description.

It's the first instance known to the broadcast trade wherein a newspaper has turned down program advertising.

Political Coin Big

Lincoln, Aug. 27.

Just completing one of the hottest political primaries in years, Union Holding Co. ether links, KFAB, KOIL and KFOR, of Lincoln and Omaha, according to General Manager Dee Dirks, took in more than twice as much coin from the bluh-bluh boys than at any other primary in their history.

Receipts on the three stations totalled approximately \$5,100, which is about \$2,650 more than the previous vote-collecting siege.

GOVT. NO LIKE ASSIGNMENTS

Broadcast Privilege Not Fancied as Something to Be Bartered and Sold with Small Thought for Public or Government Opinion

NEW RULES

Washington, Aug. 27.

New move to end trafficking in radio licenses was contemplated last week by Federal Communications Commission as part of new deal for broadcasting.

Possibility that new and more stringent regulations to curb frequent assignments of franchises are imminent was suggested by order calling on all licensees to submit before Sept. 1 statements showing details of incorporation. Must reveal status as of July 15, showing list of stockholders and amount of their holdings, whether stock is voted directly or by proxy, list of all officers and directors, any arrangement or agreement with another person or corporation which may affect conduct of business.

Abolished Federal Radio Commission several times announced it would crack down on free-and-easy transfer of broadcast properties but only in remarkable circumstances was any effort ever made to carry out this policy. Rule was important more in the breach than in its observance and on several occasions recommendations of Commish ex-

NBC Advice, Backed by Survey Data, Suggests WLIT, WFI Get Together

WGN Hooking Up NBC To All-Star Football Charity Game in Chi

Chicago, Aug. 27.

Football game between the Chicago Bears and the team of college graduate football stars on Aug. 31 will be the second night game ever broadcast on a chain of stations. NBC did the same thing last year. Goes on WGN locally at 8:15 p.m. CDST, with Quin Ryan at the mike. NBC, by arrangement with the Tribune's radio station, takes it on a national hookup outside of Chi from 9 to 10:45 p.m. CDST, with Hal Totten announcing.

aminers against suggested voluntary assignments were overridden by those at the top.

Whether Communications Commission in its new hard-boiled attitude will also rule against transfers of operating management even while ownership of license is unaltered is not known. A policy defining the operating as well as the owning set-up may also materialize if the government is opposed to barter and sale of the broadcast franchises.

Based on "public necessity and convenience" the issuance of licenses is theoretically a matter for profound analysis of the broadcaster's qualifications. Hence the displeasure of officials at the leasing, sub-leasing or open sale of government licenses.

At the suggestion of NBC the web's present Philadelphia releases, WLIT and WFI, may get together under a single business management and merge their studio operations. Tied up with this proposal is NBC's anxiety to get the Philadelphia situation adjusted preparatory to the entry of KYW into the area.

A consolidation of WLIT and WFI, which share the same wavelength, would simplify things for NBC. To the merged outlet NBC could assign affiliation with the blue (WJZ) link, while KYW would be the local release for the red (WEAF) loop.

Prior to using the two stations to get together, NBC showed them each the results of the cumulative analysis made of each outlet by the network and also advised them just what each one's rate would be under the web's new plan of station compensation, when and if it is put into effect.

WLIT is owned and operated by Lit Bros. department store, while WFI is the sales mouthpiece for Strawbridge and Clothier.

Charlie Phelps to N.Y.; Cunningham Night Mgr.

Chicago, Aug. 27.

Charlie Phelps, local night manager for NBC, switches to New York to try his hand at selling radio time for the network.

Will be replaced here by E. C. Cunningham, who has been with the program traffic department for several years.

★ THE FASTEST GROWING RADIO STATION IN AMERICA ★

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts:

**MERCHANDIZING FOOTBALL
WHB, KANSAS CITY**

**HAY FEVER TIE-UP
LUXOR PROGRAM**

WHB's Football Set-Up
Kansas City.

Station WHB has evolved a technique for presenting college football games this fall. It suggests an economical and practical solution of football question which in the middle west is complicated by divided councils among the colleges as to broadcasting's desirability from a campus policy standpoint.

This year the so-called 'Big Six' (Missouri, Kansas, Nebraska, Oklahoma, Iowa Aggies and Kansas Aggies) is giving colleges individual discretion as to broadcasts but they can't make up their minds. Same condition more or less is true of the 'Big Ten.' And in any event even if broadcasting of the games is permitted from the grounds it provides little hope for independent stations like WHB selling any time thereby.

So WHB proposes to dramatize the football games in the WHB studio with the air of telegraphic reports of the play-by-play sent from the fields of the various colleges. Two football-wise sports commentators operating in Kansas City will take the material sent in by special WHB campus correspondents who will telegraph local color, personalities and other authentic dope to weave into the regular play-by-play.

But with a view to a full three-hour (2-5) broadcast WHB will have one Big Six and one Big Ten game each Saturday. Alternate quarters from each game will be broadcast thereby allowing the station time to prepare the reports for transmission. Games in Columbus or Ann Arbor may also complicate the problem through difference in time.

WHB is after a sponsor (naturally) but the set-up they are working might be employed in other parts of the country with regional modifications. On WHB the costs per broadcast (although station hopes

to peddle the stunt as a series rather than individually) are:

Station time\$230
Telegraph tolls 60
Announcers 100
Campus correspondents 20

Total\$420
Merchandizing tie-up is attached to WHB's outline. Each week from Saturday to the following Friday the public is to be permitted to vote on which games shall be broadcast the following Saturday. To vote a box top or some other token of cash patronage of the sponsor's product must be vouchsafed. Station makes daily mention over the air of the standing in the vote. Idea is to employ the enthusiasm of football fans for certain games as leverage to boost sales.

Topical Hay Fever

Schenectady.
With the hay fever season now in full swing, Luxor, through its beautiful-announcer on the 'Talkie Picture Time' sketch, starring June Meredith, over the NBC red network, is stressing fact that its face powder will not harm females suffering from the sniffles.

Reason: orfis root, which it is stated, irritates the nasal passages, is not one of powder's components. Sponsor, by the way, is offering a perfume as a throw-in for purchase of Luxor.

Add Hokum, Mix Well
Gadsden, Alabama.

WJBY is jazzing up a local news broadcast with martial music similar to the background accompaniment of the cinematic newsreels. Edwin J. O'Malley, program director, concocted the program which Billy Hamilton announces and it's called 'Radio Newsreel!'

Advantage in breaking up the newscasting with music, fanfare and noise is that it creates the impression of 'production' although actually representing nothing but a continuity and some discs expertly handled by the turntable guardian. Station believes chances of peddling the program to a sponsor have been greatly enhanced by giving it the 'March of Time' whoopla treatment.

Echoes and Choruses
New York.

One-man echoes won't do anymore. On the bigger and better radio shows bigger and better

echoes to the commercial spells represent the sponsor's increasing determination to pound home the message. Chaso & Sanborn roars over the 'Motel' idea and a chorus of male voices does an obligato. Its like the pastor reciting a line from scripture with the congregation breaking in, then the pastor again, and so on.

It's at least an artifice to get away from the stereotyped. That it very rapidly creates a listening sense of resistance greater than more conventional advertising technique, to which the public is sadistic-broken, may very well be a legitimate guess.

Sales charts presumably rendered outside comment superfluous and possibly presumptuous, yet the bluish chorus used by Chaso & Sanborn may point some sort of a lesson in the hardships of having or using only one sales argument. Chaso & Sanborn have been single-tracked on the 'dated can' thought for a couple of years. Apart from the rapping of other brands as stale and full of rancid poisons which is a type of advertising NBC and other stations have declared themselves opposed to it would seem sheer monotony would dull the edge. Jimmy Durante was quite funny in several skits, paraphrasing familiar stage and cafe stuff, on the Aug. 26 program. He was a cop, a foreign legionnaire, a Spaniard, and between times Rubinoff cut-gutted some hot music out of his responsive indie.

Milk Way to Cinema

Reno.
For its Crescent Health Club, the oldest commercial on the station, KOH, Reno, is making use of the score card dodge. Kid listeners are urged to drink at least three glasses of milk a day and those who have a perfect score for a month are rewarded with an admission to the local Majestic theatre.

Newcomer's Old Home Week

St. John, N. B.
Kieran Kelly, announcer and program director for CJLS, N. S., is the organizer of an Old Home Week in Yarmouth for the week starting Aug. 27. Kelly thought up the plan and called a meeting of local business men, getting 55 to attend. All were enthused about his scheme, there not being a dissenting vote to his motion. He is chairman of the committee in charge. Funds for the celebration will come from donations by local merchants. Special steamer excursions will be run from Boston and New York. Highlight will be a baseball game between the Boston Braves or Red Sox and the local Gateways. Rotary

and Kiwanis clubs have promised 100% co-operation. The advertising will be in the air and press. Kelly has been a resident of Yarmouth only since last April, when CJLS was introduced to the air. Previously he was manager of the evening stations at Sydney and Glace Bay, N. S., and has been radio announcing and directing for the past seven years. Formerly he was manager of motion picture theatre.

WXYZ's Downtown 'Salon'

Detroit.
Station WXYZ (Kunsky-Trendle) has opened a downtown radio salon as a means of tying-in with various commercials anxious to meet the Detroit housewife face-to-face. Lure for the ladies is seeing an actual broadcast, getting lessons in cookery, witnessing style shows, and otherwise having a holiday on the cuff.

As a clincher free light luncheon is to be served the chancellors of the family purses. That's provided by arrangement with food packers and merchandisers. Capacity of 200 tables (four to table) plus 100 extra chairs is announced.

WXYZ will have a variety of programs and stunts, many employing station or outside talent and are designed to hook up with sponsorship of WXYZ time.

Camay Hypotes Contest

Schenectady.
In order to stimulate interest in, and to check on the pulling strength over individual stations of its \$1,000-for-life-prize-winning-letter contest, the Procter & Gamble Co. on its Camay afternoon program (Barry McKinley and Ray Sinatra's orchestra) over the NBC red circuit, is offering 100 special awards of \$10 each for letters written between August 15 and August 31.

Authors of these epistles also have a chance to take down one of the 54 prizes in the grand contest. Women listeners are now being asked to send 100-word communications to the station, rather than to the Chicago p.o. box address first announced.

Loves His Art

Wilmington, Del.
Hiking a total of 7,000 miles in the last four years to tell fans about Delaware's history is what radio did to C. C. Sanderson, the man behind 'Historic Hamblings,' regular WBEL sustaining feature. Sanderson, who presents a program of rapid fire chatter on little known historical events and personages in the state's history lives 15 miles from town. He hoofs the

whole distance every week and claims he likes it. Starts at 6:30 a.m. for a broadcast at 11 and despite sul-zero weather and rain, he never misses a turn. Says hike keeps him fit and gives him time to think. Program is aired every Monday.

105% Tracy

New York.
Borden's '45 Minutes From Hollywood' captured quite a lot of the genuine flavor of vaudeville in its synopsis of Paramount's 'You Belong to Me.' Dialog, whether taken verbatim from the film or provided by the radio author, rang true. It was not over-slangy, a fault common in rendering the argot of vaudevillians in the past.

Part of Lee Tracy was simulated with considerable fidelity but over-emphasized inevitably so that there would be no doubt. It was Tracy 105%.

Use of a henpecked husband in the dramatized plot was smart. For once the usually wrong-guessing spouse is right when he slips Borden's evaporated milk over on the wife. In a burst of magnanimity the wife confesses he did her a favor.

Photo Talks

Newark.
'Photography' is the subject of a once weekly quarter hour over WOR. Material is prepared and program presented by the Brooklyn Institute of Arts and Sciences without financial obligation to either the Institute or the station.

Large number of amateur addicts of the lens are assumed to justify the program and win listeners to the station.

Jackie Cooper Sub

New York.
Empire Gold Co. in a tie-up with Metro's latest release, 'Treasure Island' will conduct a city-wide 'hunt' for a lad to play the boy part, Jim Hawkins, done on the screen by Jackie Cooper.

Sponsor uses stages of Loew theatres as part of the talent-hunt stunt. Story will be dramatized in seven parts for WOR, three installments for WINS and WIIN and excerpted for single broadcasts over WEAF and WEVD respectively. Guy Douglass is Empire's exploiter.

'Air Shopping' Clicks

Portland, Ore.
Portland Public Market reports that business is booming, and gives station KOIN a major share of the credit. Less than two months ago this large market started a daily (Continued on page 36)

★ THE BEST PROGRAMS GATHER ★
THE BIGGEST AUDIENCE!

BASIC NBC - 81% daily

WORLD TRANSCRIPTIONS - 13% daily

STAFF TALENT - 6% daily

• 104 half hour programs produced
in one year for NBC

BEST SHOWMANSHIP RATING - VARIETY ★

WEBS' BOGEYMAN TACTICS

WIP, Philly, Maps Comeback

Ignores Press-Radio as Part of Campaign to Attract Attention by All Showmanly Means

Philadelphia, Aug. 27.

Newest uprisal in Philly against the Press-Radio Bureau is WIP's stand recently on the news air-casting situation. With the station's staff now headed by Ben Gimbel again, WIP is making all efforts to promote headline sources of its own. Special program events and news flashes are spotted throughout the day, with Jerry Crowley, studio program head, at the helm.

Tieup with Keystone Telephone impends for WIP as a means of line communication with the studio from local and surrounding points. All news events in Philly will immediately be covered by a station mike and announcer if this deal goes through. Studio has been expending plenty of money on its 'Front Pager' program, a daily series of dramatized current news happenings and interviews with localities who make the headlines.

It is calculated that this procedure in stunt broadcasts will place WIP back near the top of the Philly broadcasting heap, a place which it long since lost. Swanky new studios, better programming and a new American Broadcasting web connection, together with high-spot scoop news shows are expected to do the trick. It is supposed that WIP will soon commence sponsor tieups with the parent Gimbel Bros. store on the basis of each air-advertised product being given sales handling in the emporium itself. Practice, used to some extent some time back, was dropped two years ago.

40 SECOND BREAKS AND NO CHISELING

Baltimore, Aug. 27.

New American Broadcasting chain, of which WCBM, Balto, is a major cog, is taking a long irking bull by the horns and setting down a general mandate on the practice of stations shipping in minute blurbs for local consumption between breaks on chain programs.

As put into practice last week, there will be a 40 second pause between chain programs at all times. That leaves the individual stations an opportunity to insert word plugs without chiseling in on the chain sponsors' time or disrupting the flow of programs, as has frequently been a flagrant practice in the past.

In the event a station has no spot announcement to advertise it must fill in with chimes, pianoing, word play, or whatever suggests.

Andy Still Relaxes

Hollywood, Aug. 27.

Freeman J. Gosden, Andy of the Amos and Andy radio team, is spending part of his vacation in these parts. Enroute to Chicago from Alaska where he fished and hunted.

Mrs. Gosden will come on from Chicago and return with her husband by motor.

INVASIONS TO TAME REBELS

Trade Thinks Some Buys Are Part of Campaign to Keep Station Compensation Demands Down

ERIE CASE

NBC and Columbia's recent surge of activity in the matter of buying and contracting for outlets of comparatively minor standing is looked upon by the broadcast trade as the forerunner of an acquisition campaign. Eventually these acquired and contracted outlets are expected to play an important part as pawns in the chess games that attend the dealings with recalcitrant affiliated stations, particularly those holding strategic positions as far as network commercial programs are concerned.

By surrounding troublesome affiliates with newly purchased and contracted outlets, the webs figure primarily on the psychological effect that these maneuvers will have. In the event one of the current affiliates gets too demanding or unruly the network calculates that all it will have to do is suavely call the former's attention to a web's nearby holding and suggest that it might be possible to relieve the local dilemma by moving this holding's transmitter into the recalcitrant station's territory.

Broadcasters see in NBC's current dickering for the purchase of

Cite Stoopnagle-Budd Precedent as Move to Liberalize Talent Rule

WILLIAM MCNEARY, OLD TIMER, DIES

William F. B. McNeary, who pioneered the broadcasting of kid programs, died of a kidney ailment last Saturday (26). As the 'Man in the Moon,' McNeary, then on the staff of the Newark Sunday Call, did a daily juve-appealing stanza on WOR, Newark, 11 years ago. Prior to that he had done some announcing for WJZ, New York, which was operated at the time by Westinghouse Electric.

In recent years McNeary has been assistant advertising manager of the Equitable Life Assurance Co. of the United States.

Good as New

Kansas City, Aug. 27.

Broken jaw, broken arm and severe cuts that kept Donald D. Davis abed for three months are now forgotten.

Davis has now resumed actively as head man at WHB, Kansas City.

WLBW, Erie, possible illustration. The Erie outlet, they say, would be of aid in dealing with affiliates on two different key center fronts. In Cleveland there's WGAR, which has served G. A. Richards effectively in obtaining special rate concessions for his WJH, Detroit, from NBC, while in Pittsburgh there's WCAG, upon which the network currently depends for the release in that air of the red (WEAF) link's commercials.

Pointing to the recent appearance of Stoopnagle and Budd on the Gulf Refining program as a precedent justifying their stand, several acts under management contract to the CBS Artists Bureau are demanding the right to accept work on NBC commercial programs when and if these are made available to them. In a few of these instances Columbia has been advised that if the privilege isn't extended there won't be any renewal of contracts.

CBS highers-up admit that they didn't realize what they would be in for when they assented to the Stoopnagle and Budd date with Gulf three weeks ago. Agency on the oil account, Cecil, Warwick & Cecil, is bringing the team back for another similar variety setup this Sunday (28).

Artists involved in the controversy with CBS hold that the day of the strictly NBC or Columbia affiliation is becoming passe and that the new order of things in commercial broadcasting makes it imperative that they be free to shift to whichever network a bidding advertiser has corraled the time.

Aside from the fact that it is no longer uncommon to find the same non-network managed performer appearing on both NBC and Columbia it is argued, the network should out of fairness make the rule flexible. With practically all CBS talent time sold for the fall and its talent requirements for these programs filled, the artists think they should be permitted to take assignments on NBC, if offered by an ad agency.

★ 5000 WATTS • CLEAR CHANNEL ★

THE MOST MODERN TECHNICAL EQUIPMENT

RCA velocity microphones used exclusively
RCA transmitter located directly across the
Ohio River providing more than 15,000 microvolts
in Metropolitan Area...

More than 2000 microvolts in Secondary Area..

THE STRONG QUALITY SIGNAL in a RICH MARKET

New York Radio Parade

By Nellie Revell

New York Eve Post went on the air yesterday to publicize a circulation contest now running in the sheet. Paper went for good number of thousand dollars for time and talent. Used WINS talent for the show and broadcast over WOR, WINS, WNEW. WINS is Hearst owned and operated station, so we have Hearst selling time to an opposition evening paper and the Post buying ditto.

Animal or Vegetable

Pages on duty at the double doors separating the studios and offices at NBC must list the names of each person entering the offices via the double doors (exits don't count) and list the users as either artist or employee. If an unknown uses the corridor the page must surmise as to his occupation, i.e., artist or employee. Supposedly because the moguls eventually want to separate the two sections with closed doors.

Silent Whoops

Carlyle Stevens, CBS announcer, was at the microphone announcing the Leith Stevens' orchestra program, when a telephone call bringing news of the arrival of a son came into the control room. The operator printed a sign and held it up for Stevens to read. The pappy nearly swooned.

Made An Impression

Paul Keast opens tonight in Boston on a new commercial sponsored by a New England Association of Painters and Sculptors. The association has schools through New England and are using the Yankee Network to drum up biz. Some years ago Keast, playing the lead in 'Show Boat', posed for a bust by one Evelyn Morrow. She is a member of the association and when they decided to go on the air she saw that he got the job. He will fly up each Monday eve in order to get plenty of rest before rehearsing all day Tuesday for the broadcast.

Short Shots

Ted Jewett...one of the oldest announcers at NBC...and for the last two years supervisor of the night announcers is out...he was succeeded by Clyde Kittel...Mystery Chef returns to NBC for two morning spots on Sept. 15...Ralph Dumke of 'Sisters of the Skillet' ill in Baltimore last week...missed Friday and Saturday show...With Landt boys pinch-hitting...Lazy Bill Huggins out at CBS...the supposed start of a CBS sustaining shake-up...Black and Sully return from the Coast to join the Ex-Lax show...The Two Blues and Larry Grant at NBC are now Sally, Irene and Larry...Bob Taplinger dropped into CBS press dept for his mail...staff being short-handed...Bob had to go to work before completing his vacation...Serves him right...Mrs. Ed Lowry left for Beverly Hills, Calif., Friday to complete arrangements for the leasing of their new home...Peg LaCentra instead of Florence Malone on NBC 'Radio Guild'...also on 'Phantom Strings'...Frny and Braggiotti back

from vacash in Europe...Jimmy Kemper back at NBC on Sept. 1...been ill...Jack Kearney goes sustaining at WINS...Tony Stanford...for several years production manager of NBC leaves this week to enter musical dept of J. Walt Thompson Agency...Charles Martin will not direct the Five Star Final when it returns to ABS on Sept. 1...Albert Phillips, who was Gen. Grant for 1,000 performances on Bway some years back, is acting at NBC...John Battle, who has been bedded with La Belle Grippie, is hobnobbing around on a cane...Sept. 17 he takes over the writing of Bobby Benson show...Pete Dixon is giving that job up...too much work...NBC has direct telephone wires to advertising agencies and agents that produce radio shows.

Stand By

Hall Johnson Choir and Leon Belasco Orchestra and Harry Salter Ork...Campus Choir...Evan Evans and Peg LaCentra are two shows that auditioned for Richfield Gas at CBS...Molle show goes coast-to-coast for first time on Oct. 1...three times weekly at NBC...7:30 show with reorchestration for the Coast...Graham McNamee rounds out the show with a sports spiel...Art Landry ork and Ann Butler return to WEA...Lucille Peterson, soprano...and Victor Irwin and band...have been signed by CBS Artist Bureau...Adele Benson vacationing in Switzerland...Bernice Berwin who plays 'Hazel' in 'One Man's Family'...expects the stork...Lud Gluskin...the CBS ork conductor...dislocated his shoulder while conducting a rehearsal of the 'Summer Interludes' program...those heavy numbers no doubt!...Choral Islands' return to WMCA...Harry (Morgan) Lee...playing on the Jack Benny show...Hugh Conrad of CBS is father of a girl...The 11th floor audiences that surged into WMCA on a rainy day are no more...elevator does not stop at the 11th...Rosellen Callahan of CBS press dept is on a vegetable diet...Jimmy Saphier's 'Modern Choir' was sold to Gulf with no addition...they were on one of the Pontiac auditions with Al Goodman...on Goodman's say-so...Gulf hired them...Studebaker jumped Richard Himber's pay.

Scrambled Notes

Westlox goes on NBC on Sept. 16 and for 12 Sundays after that for 15 minutes each Sunday...Arthur Allen and Parker Kennedy doing two new characters...R. B. D. & O. Agency...Jimmy Haupt new production man at NBC...formerly staff tenor for studio...Edward Longstreth...radio executive at Pedler-Ryan Agency...is no longer...Dana Blackman of Black, Barr, Castle...to mountains for 10-day vacash...Mrs. Leah V. Rule...traffic manager of ABS...has moved her three small children here from Toledo, Ohio...WSPD...and taken a home at Jack's...10-lights...Gene Heldt of CBS commercial sales...served a year in medical school...Howard Wiley is now production man of Enna Jettick show at NBC...Al Shayne is having imitator trouble in Chicago and Ohio...Dick Purcell...WMC beritone to Mayfair gardens in Baltimore...Off-shoot of numerous Molle auditions has Stack-Gobel Agency giving Ray Heatherston and Martha Mears another audition...Enech Light Ork goes into Claremont Inn on Sept. 4...with a CBS wire...Fred Waring returns to town in three days...Ed Whitney doing Philip Morris Chevy production for NBC while Lester O'Keefe is vacationing in Calif...Charles Webster will 'Lincoln' on Roses and Drums when it returns on Sept. 8...John Schramm, who worked in musical research at NBC three years back, has joined the NBC production staff...Did a stretch with Amalgamated and WBNX...June Aulick of CBS press to Cambridge for Labor Day week-end...The 'Playboys'...Pelix Bernard, Walter Samuels and Leon and Whitcup...begin a half-hour program at CBS...15-piece band augments their two pianos...Harry Kramer is also back on the job at WNEW...he cracked up in a cab while hurrying to cover a remote broadcast...Terry Lawlor of Hollywood Restaurant show gets a sustaining spot at WNEW...Walter Koonas, supt. of music at NBC, on vacash...Jack Smart yachting at City Island, caught bad cold and now talks way down here...Announcer Charles Tremont of NBC is vacationing in Buffalo.

Bellows Will Direct Industry's Fight on 25% Demand by Educators

Washington, Aug. 27.

Broadcast industry's defense against drive of educators for more radio facilities will be prepared and directed by Henry A. Bellows, former vice-president of Columbia, who last week quit and joined executive staff of NAB.

Bellows is marshaling facts and figures for presentation to Federal Communications Commission at hearings on statutory assignment question Oct. 1. Strategy director has been chairman of N. A. R.'s legislative committee.

It is anticipated that Bellows will at the NAB convention in Cincinnati Sept. 18 submit his resignation as a director of that organization. Though a resident of Washington the past three years, Bellows was retained on the NAB board by CBS as a representative of WCCO, Minneapolis, of which he was a former part owner. Station is now all Columbia's. It is understood that Butcher will be CBS' candidate for the board vacancy.

Madison, Wis., Aug. 27.

Radio plays a large part in the education of children today, and could assume a more important educational role under proper supervision, is the opinion of three University of Wisconsin faculty members.

J. E. Hansen, chief of the university's bureau of visual instruction; Harold B. McCarthy, program director of radio station WHA, and Henry L. Eubank, associate professor of speech, addressing state educators, said one of the best educational moves that can be made at the present time is to employ radio and motion pictures more profitably in schools.

Hansen said: "As educators charged with the direction and development of the future citizenry, we ought to interest ourselves both in the production and greater use of these educational methods and not leave them entirely in the hands of commercial interests whose primary motive is one of monetary profit."

SOUND BUSINESS POLICY

based on 21 years of EXECUTIVE BANKING

... and 23 years of SHOWMANSHIP —

CBS-DON LEE DIVORCE DUE?

Do Advertisers Tire of Radio Soon?—CBS Asks

CBS sales promotion department is collecting data to prove that the mortality rate among broadcast clients ain't what the newspaper camp says it is. Idea is to show national advertisers as a whole have not over a period of years been less loath to quit newspaper than they have been radio.

Research section of the American Newspaper Publishers Association some time ago issued a brochure giving its own medium a wide edge when it came to comparing national advertisers who have proved year in and year out customers. Columbia's probers think that the group of advertisers selected for the ANPA finding couldn't have done otherwise but confirm a preconceived notion and that the story will be different when it's radio that does the card stacking.

3 Years Sports Contract

Rochester, Aug. 27. Kendall Oil has signed with WHAM to continue the Lowell MacMillan sports broadcasts through the 1937 World's Series. MacMillan started the Kendall assignment in July, 1932, with a nightly 15-minute review of doings in the sport world at 6 o'clock, augmented by spot broadcasts of golf, ice crose and yachting.

New three-year contract was placed by Landsheft and Bonning, Inc., of Buffalo.

BUZZ EAGLE'S JOB

Joins WCFL, Chi, to Handle Artists Bureau

Chicago, Aug. 27. Malcolm (Buzz) Eagle has been appointed program and booking manager of WCFL, the labor station. Eagle, who has had years of experience in vaude and other branches of show business, will start immediately to organize an artists bureau and inaugurate a build-up campaign in order to attract standard vaude performers to the WCFL mike.

SPONSORS

A. Hollander & Son, New York. Now with Grey Advertising agency.

Northam Warren passes Odorono to J. Walter Thompson along with Cutex, Pedlar and Ryan holds Glaze, another product.

Tastycast leaves William Rankin agency for Dorland agency, New York.

E. C. Hellwig, New York, has the radio end of the C. F. Mueller, Jersey City account.

Sealed Power moves to John Wirtz agency, Grand Rapids, Mich.

Seiberling Rubber handled by Meddum and Fowesmith, Cleveland.

Don Bernard Joins KHL

Hollywood, Aug. 27. Don Bernard is the new program manager of KHL, the Don Lee CBS outlet here.

Bernard, formerly program director for NBC, Chicago, was also with Hays MacFarland Agency, Chicago.

BREAKAWAY IS ANTICIPATED

Columbia Wants to End Dependence Upon Regional Rajahs—Oakland as Solution to Bay District Coverage

TERMS

Oakland, Cal., Aug. 27.

Columbia has embarked upon the second move of its strategy to cut away from the Don Lee network when the present contract between the two expires. Through a deal CBS is reported to be negotiating with KLLX, Oakland, Calif., the national web will be relieved of the need for depending on the Lee outlet, KFRG, San Francisco, for a release in the northern California area. Problem of coverage in the southern section of this state will be solved by Columbia's shifting of alliance to KNX, Los Angeles. Contract with the latter was worked out during William S. Paley's recent stay on the west coast.

KLLX is a 1,000-watter and is owned and operated by the Oakland Tribune. Outlet's proximity to San Francisco is sufficient, as the web sees it, to take care of CBS program requirements.

Situation between Don Lee and CBS has been similar to that existing between the latter and John Shepard, 3d, head of the Yankee network. In either instance the af-

An Outing

Practically the entire N. W. Ayer radio department journeyed to Washington last week to help Mickey Cochrane, Detroit Tigers' manager, put on his weekly broadcast for Ford Motor, which consists of a 12-minute monolog. Gang, incidentally, attended that afternoon's game.

PRATT AND SHERMAN MOVE ACT TO KMOX

Chicago, Aug. 27. Comedy team of Doctors Pratt and Sherman leave KYW here shortly to shift to KMOX in St. Louis.

Pratt and Sherman go to St. Louis about Sept. 15 and after some 10 years in radio around Chicago on WMAQ and later KYW.

Roth KMOX Conductor

St. Louis, Aug. 27.

Albert Roth joins KMOX here as musical director on Oct. 1. Bringing with him an orchestra of 14 as the staff band of the station.

Roth is a well-knower in show business and St. Louis as a theatre orchestra conductor.

filated regional link has held the dominating position. CBS had need of the local releases and the sectional webs dictated the terms. In the case of Shepard Columbia is seeking to get around the local dilemma through the contract it has entered into with WHDH, Boston. This time-buying agreement is to take effect when the CBS contract with Shepard expires two and a half years hence.

100% NBC BAN ON ALL PHONO RECORDS

NBC has declared a complete taboo on phonograph records as far as its own managed and operated stations are concerned. Order bars the NBC local station managers from permitting clients to use any stencillings other than the transcription variety, regardless of the time of day. Same restriction applies to sustaining programs.

In the case of existing contracts advertisers are free to continue with phonograph recordings, but once these deals expire it will have to be live entertainment or discs made for broadcast purposes. The NBC stations' managers are under instruction to replace phonograph records on sustaining affairs with live talent or transcriptions as quickly as possible.

Sustaining phase of the order means that the web figures on making the manufacture of sustaining programs a permanent part of its transcription department.

Pepsodent Keeps Buck

Chicago, Aug. 27.

Frank Buck show for Pepsodent will move to the 7:45 eastern time spot on NBC when Amos 'n' Andy returns to the ether.

Will have that spot right across the board. Both Pepsodent and Lord & Thomas reported satisfied with the Buck results due to universal age appeal.

QUALITY SERVICE

- Four distinctive network announcers on duty during peak hours...
- Station policy forbids more than three announcements each quarter hour...
- One announcement immediately following another is absolutely prohibited...
- Minimum of sustaining continuity emphasizes commercial copy...
- Effective merchandising service...

Here and There

Chester Aiken, national field service engineer for RCA-Victor, in an address in Albany described the 'magic brain' a device to control interference in the newest type radio receiver.

Jack Pearl has been frolicking around Lake George, New York.

Naylor Rogers, general manager of KXN, promises a fish fry for the staff when he returns from his vacation.

Communications Comish in Washington had a caller in the person of Bud Ernst, KMPC manager.

WMC and WREC leases at the Beahody hotel, Memphis, not affected by appointment of A. L. Parker as trustee for the Memphis Hotel Co. A petition to court resulted in an order instructing Parker not to void the stations' leases.

WSGN, Birmingham, has probably the oldest speaker over the air in the south. He is Uncle Simon Phillips, 83-year-old negro. On each Monday night he tells about slave days.

Charley Flagler, of WOCC-WHIO, Des Moines, is joining WSGN, Birmingham.

Los Conner, of the business department WBRC, Birmingham, has been vacationing in Boston and Lawrence, Mass.

Walter N. Campbell, program director KOA, Denver, on vacation. To Chicago and New York looking for program ideas for advertisers over KOA this fall.

Wm. Stulla, with KFEL, Denver, for several months as announcer, goes to KOA, Denver, same job. Succeeds Vance Graham, who resigned to tour Europe, studying radio conditions.

Fred Hoey, Boston baseball announcer, appointed Kentucky Colonel. Has been broadcasting the home games of both Boston

teams under the sponsorship of the Penn Tobacco Co., makers of Kentucky Club tobacco and Kentucky Winner cigarettes.

Russell Baker joined the staff of WOW Aug. 17 as announcer. Comes from KEAB where he worked in the Lincoln studios several months.

'**Three Wizards of Ozzie**,' formerly with Ozzie Nelson's orchestra, are doing novelty numbers with Harold Austin's orchestra, broadcasting from the stage of the Lafayette theatre Friday nights through WKBY, Buffalo, for beer commercial.

WRR's new Dallas studios were dedicated with elaborate ceremonies and salutes from other basic SBC stations.

Publicity Director Paul Norris, WSOB, Charlotte, N. C., has returned from a vacation in New York City. W. C. Irwin, commercial manager, same station, now in New York.

Moncton Broadcasting Company, with capitalization of \$12,000, to establish, equip and maintain a broadcasting service, in Moncton, N. B., has been organized with A. J. Leger, F. R. Sumner, O. L. Barbour, of Moncton, and H. M. Wood and J. L. Black, of Sackville, N. B., as the incorporators, all being politicians of that section. The new station is to replace CNRA, discontinued a year ago.

WDAY, Fargo, N. D., artists bureau has added the **Abbie Andrews**, **Leonard Dahly**, **Frankie Sanders** and **Don Fredrikson** hands to its list.

Lauren Gilbert, formerly announcer for KFAB, Lincoln studios, leaves World Broadcasting to join the Globe theater at A Century of Progress.

James Pate has succeeded Bud Cherrington as manager of WACO, Waco, Tex. Cherrington has been transferred by the Southwest network to KIRA, Little Rock, Ark.

Soph Stays Around

I. Walter Thompson's radio department forgot to change the continuity and the Felschmann program of last Thursday (23) had Rudy Vallee announcing over the air that Sophie Tucker would appear on the following week's bill. Agency had previously been advised that she had decided to stay over in England and put on a show and that the air date was for the time being off.

It's the 'steenth time that the Felschmann date for Tucker has been postponed. Booking was originally made six months ago, and every time the agency has heard she was arranging to return to this side it has set her down for the Thursday immediately following the approximated date of her arrival.

Jean Aubert has subbed for Miss Tucker. Same bill this Thursday (30) will have **Chic Sale**, **Lou Holtz** and **Val** and **Ernie Stanton**.

WIND Adds 3 Salesmen

Gary, Ind., Aug. 27.

Evidently **WIND**, Gary, expects a flood of business this fall. In one clip has added a trio of salesmen to its staff.

Additions are **Barney Irwin**, formerly with **WBBJ** in Duluth; **Eli Balsam**, of **WGN** in Birmingham, and **Loy Duddleston** of **KXYZ**, Houston.

Elson on WGN Sports

Chicago, Aug. 27.

Bob Elson takes **John Harrington's** place on the sports review from **WGN** at 6:30 daily except Sunday.

Harrington resigned to become assistant manager of **KWK** in St. Louis.

KOMO's Home Economics

Seattle, Aug. 27.

Meeting the woman listener's demand for cooking info and household hints via the ether, **KOMO-KJR** last week created a special home economics department.

Named to head the bureau was **Miss Hope Smith**.

Standard Oil Co.

Goes for Football

Chicago, Aug. 27.

Standard Oil Company is the latest to go a-hunting for football sponsorship. Setting up a schedule for spot play-by-play reporting on Midwest plebeian tussles. Through the **host McCann-Brickman agency**.

Surveying Dangers

Philadelphia, Aug. 27.

Howard Frazier, **WPEN** chief engineer, has become the most ardent driver in local automobilizing circles these late nights. Frazier has been driving about a specially constructed chariot equipped with apparatus to measure field strength of the studio's new kilocycle wave, and runs into the arm of the law at least once a night.

Coppers are not calculated to know the dials and switches biz, and usually haul the engineer off the juggery for a talk with the magistrates on disturbing the peace and suspicious loitering.

Gibbons for Armour as

Phil Baker Replacement

Chicago, Aug. 27.

Floyd Gibbons to fill in for **Phil Baker** on the **Armour** show while Baker hops to Europe for a five-week rest.

Gibbons will broadcast from **Chi** and will be assisted by guest performers on the 30-minute show.

Sun Must Shine Sometime

Rock Island, Ill., Aug. 27.

In an attempt to pull **WHBP** out of the red, stockholders of the **Rock Island** Broadcasting company have placed proposals before the Federal communications commission asking permission to install new equipment, move the transmitter and increase daytime power from 100 to 250 watts.

Stockholders have pointed out that at the present and for some time past the station has been operating at a loss.

AT LEAST ONE GAME BY WPEN BALL TEAM

Philadelphia, Aug. 27.

Organization by **WPEN** of a studio baseball team to play orchestras and hotels on the station's remote pick-up schedule started this week by snaring valued press space, initial challenge to **Joe Fraetto's** **Adelphi** hotel crew was completed on a local diamond, with the unit taking the studio's measure by 12 to 2.

All Philly dailies covered the contest and ran much art. Excitement of the game was **Jack Lynch's** umpiring and three runs by **Mickey Alpert**, **Adelphi** m.c.

What Gov. of S. Carolina Says Is Said in N. Car.

Charlotte, N. C., Aug. 27.

Despite the fact that **WBT** is a North Carolina station, every candidate for governor in the present South Carolina primary campaign has purchased time on the station.

Charlotte's location near the South Carolina line and its 50,000 watts power gives it the coverage of that state.

NBC Gumshoes Tenor

NBC has brought **Tammy Harris** east on the q. t. for a buildup as a new tenor find.

He's from **Frisco**, where he assisted **Meredith Wilson's** musical programs on the vocals.

SCHULZE WBBM SHOW

Chicago, Aug. 27.

Schulze Booking Company starts a three times weekly ride on **WBBM**, local CBS outlet, on Sept. 4.

Talent comprised of **Witner** and **Blue**, piano team, and **Three Kings**, male trio.

OLSON RUG ON WGN

Chicago, Aug. 27.

Olson Rug Company set on **WGN** for a long-term ride, three times weekly for 26 weeks.

Talent will be the two-piano team of **Noble** and **Donnelly**. Starts Aug. 27.

★ OUT WHERE THE POCKETBOOK IS RADIO MINDED — ★

46.85% of our listeners buy radio advertised products

32.8% listen daily to this Station! ★

Crooner-Stabber Sent To N.J. Insane Asylum; Thot Air Kided Him

Baltimore, Aug. 27.

Angelo Fabberio, local barber, has been committed to the New Jersey State Insane Hospital by a Jersey City court. He was under indictment for assault and battery upon the person of Harold McNamara, staff crooner of WAAT, Jersey City, who was knifed by Fabberio on July 8.

It is said that Fabberio had been suffering from melancholia resultant from his wife's desertion some months back. Hearing a Balto broadcast early last July, he thought he detected witticisms being directed at 'Angelo,' his baptismal name, chief among which was his claim that the pop song, 'Tony's Wife' had been paraphrased into 'Angelo's Wife' by radio men at his wife's instigation, and was being aired in that form to taunt him.

Descending on WPRR here, he demanded to see someone—anyone—who broadcast. Don Hix, Kiddie Kluboss, happened by and, when he admitted he broadcast, Fabberio immediately tried to attack him. Ousted by staff of station, he is said to have hopped a bus out of town in search of a radio station. First one he could locate was WAAT, where he inquired for an ether singer. Thinking him a fan, the receptionist called McNamara, whom Fabberio stabbed upon sight.

Ironie angle is, WAAT can't be turned in by local sets.

New Ia. 500-Watter

Waterloo, Ia., Aug. 27.

Announcement has been made that a 500 watt state police short wave radio broadcasting station is to be constructed before Sept. 1 on the WMT building at a cost of \$10,000.

Unit will be used to broadcast in the central, north, east and west sections of the state, police and other information designed to aid enforcement officers.

Cancel Dark-K-Knights

Charlotte, N. C., Aug. 27.

Dark-K-Knights, a blackface comedy script act on WBT, has been cancelled by M. L. Klein Company, of Atlanta, patent medicine manufacturers.

Lee Everett was writing the continuity and playing a leading part in the act. His transfer to WJSV, Washington, D. C., as program director, led the concern to cancel.

Bosch Obliges Explorers' Club, Changes Show Name

Explorers' Club of New York objected to the possible deduction that it was permitting its name to be commercialized and so the United American Bosch Corp.'s Sunday afternoon stanza has undergone a change of title. Tag originally selected for the program was 'Radio Explorers' Club.

Bosch obliged the exclusive adventurers' verlein by naming the NBC affair, 'Radio Explorers' Program.'

New Chi Agency

Chicago, Aug. 27.

New ad agency was organized in town last week by two agency execs and an advertising manager. Firm is known as Morris, Windmuller and Enzinger, Inc., and will open for business on Sept. 1.

Three names on the title belong to Philip Morris, who was vice-president of Matteson-Fogarty-Jordan Co., and president of the new organization; Robert L. Windmuller, former sales manager of the O-Cedar Corp., Anheuser-Busch Co. and Hussman Refrigerator Co.; George Enzinger, formerly president of the United States Advertising Corp.

Phil Baker to Italy

Chicago, Aug. 27.

Phil Baker and family sail for Italy on Sept. 1, to be gone about five weeks.

Baker returns in time for the start of the fall series of the Armour program on Oct. 6.

TWO MILK PROGRAMS FOR VARYING AGES

Albany, Aug. 27.

Two radio programs to boost the milk publicity campaign have been approved by state officials. One will narrate the experiences of Robinson Crusoe and is intended to reach children between the ages of eight to 14. The other will be stories about Uncle Wiggly for children from four to eight. Each broadcast is for 13 weeks and they will go on 12 radio stations in the state, beginning Oct. 1.

Combats Poverty Idea As Concerns Iowa State

Des Moines, Aug. 27.

To combat the general impression Iowa is a heavy drought sufferer, KSO, Des Moines, is stressing the fact that Iowa will have a 20% higher farm income this year than last. The drought has brought distress to only the south third of the state.

Station is planning two programs daily featuring the increased farm income, the \$73,000,000 corn-hog money and money coming in through the Federal Housing Act.

A one-hour program daily, to be known as 'Going Forward With Des Moines,' sponsored by a dozen local firms, will use the studio orchestra and a 15-minute daily program will be devoted to selling the Federal Housing Act to the Public by introducing the men in the state who are appointed to administer the act, and master painters, carpenters, builders, etc.

Editor Ashenhurst

Chicago, Aug. 27.

John Ashenhurst becomes editor of the Edward Petry company house organ, 'Spotlight.'

With the Ashenhurst appointment to editorship the publication office of the house organ shifts to the local Petry office.

Sandy Meek, formerly with KTSa, San Antonio, is vacationing in the foothills of the Osarks.

Jack Fulton Solo

Jack Fulton is leaving the Paul Whiteman orchestral organization. Like Bing Crosby, Ramona, the Rhythm Boys, Mildred Bailey and other Whiteman proteges, the maestro had been building up the tenor-rombonist.

Fulton is auditioning for several radio commercials and going it alone.

Came's at CBS Playhouse, Not From Essex Eatery

Camel show will this season be broadcast from the Columbia Playhouse, meaning that while the Casa Loma band is doing duty for the cig account there'll be a substitute unit filling the void at the former combo's regular dine and dance stand, the Essex House. When the cig account's series resumes Oct. 2, Walter O'Keefe and three stooges will furnish the comedy. Still being dickered for are the Boswell Sisters.

Contracts all around are for 13 weeks plus an option for 13 more.

Frost Joins Kastor

Chicago, Aug. 27.

Prosperity has come to the man who changes names on doors at the Kastor agency here. He is working full time painting new radio exec names at that office. Latest addition is Ben Frost.

Frost was formerly with J. Walter Thompson here.

Mull Campbell Soup

Los Angeles, Aug. 27.

George McGarrett, western program director for CBS, and J. P. McEvoy left for New York to confer with Campbell soup execs on material for the picture talent programs to start here Oct. 5.

McEvoy will write the material.

FIDLER ON TANGEE

Hollywood, Aug. 27.

Jimmy Fidler has a contract to do a weekly 15-min. inside pictures broadcast over NBC for Tangee lip stick.

Broadcasts will emanate from here, starting in December.

1934 FAIR AIR FUND HOPS UP 15%

Chicago, Aug. 27.

Statistics at the Century of Progress show an increase of 10 to 15% in number of hours of radio broadcasts this year over the same period last year.

Total for last year on the Fair books was 1,317 hours and 32 minutes of broadcasts coming directly from the Fair grounds. Allotment of time was NBC 347 hours, CBS 77, WGN 181, KYW 112, WLS 124, WCFL 105, and WWAE 360 in round numbers without the minutes for the period of May 28 to Nov. 12. This year they claim a 10 to 15% increase in broadcasts from the Fair grounds, with a total of 871 hours so far.

Figures for the individual stations this year tally up in a different proportion, with CBS and WGN getting a greater allotment. This year it's NBC with 247 hours, CBS 144, WGN 202, KYW 41, WLS 52, WCFL 121, and WJJD 64.

NBC Reasons

However, as far as radio coverage throughout the country is concerned NBC claims that radio broadcasts from the Fair have fallen off so much that the explanation for poorer business can be laid there. For instance, NBC claims that it sent out 3,600 hours of broadcasts over all of its network last year. As far as publicity goes that figure is vital since the Fair depends on visitors from all parts of the country. And this year they claim to be doing only one-fifth of that amount of broadcast hours.

Explanation is that last year the Fair was new and broadcasts could be sent out over complete networks. This year they can't force the same thing on the east and the west stations.

INVESTIGATION WILL PROVE
that
DOLLAR FOR DOLLAR
WICKY IS THE BEST BUY
in the
CINCINNATI MARKET..

New Business

SAN ANTONIO, TEX.

Paulless Starch Co., 15 minute recordings, three weekly, to Dec. 4, 1934. Through Russell C. Comer Agency, K. C. Mo. WOAI.

Plough, Inc. (St. Joseph's Asperin), an announcement per week up to May 5, 1935. Through Lakes-Spiro-Cohen. WOAI.

Norwich Pharmaceutical Co. (Unguentine), announcements twice daily until Nov. 9, 1934. L. C. Gumbacher Agency. WOAI.

Blatz Brewing Co., three announcements a week for 13 weeks. Through Klan-Van Pieterse-Dunlap. WOAI.

Dr. Pepper Co., daily announcement and minute transcription Fridays to Sept. 28, 1934. Tracy-Loock-Dawson. WOAI.

Armand Co. (face powder), 15 minute transcriptions Tuesdays for 18 weeks. N. W. Ayer & Son. WOAI.

Dodge Bros., minute transcriptions, five times. Rutherford & Ryan. WOAI.

Knox Co. (Cystex), quarter-hour transcriptions Sunday, 26 weeks. Dillon & Kirk. WOAI.

NEWARK, N. J.

Runkel Bros. (Runko), returns *Mascade* line, starts in NYOR on Sept. 22. Placed by N. W. Ayer. Saturday from 7:15-7:45 p.m., 13 weeks.

Empire Gold, 26 week contract for 15-minute programs starting Oct. 28, talent to be selected, Sundays at 3:45. WOR.

Hond Electric Corp. (flashlights, batteries), starts Sept. 6 for 13 weeks, Thursdays at 5:30, program "Travel Adventures of Donald Ayer," recorded by Brunswick. Placed by General Broadcasting. WOIT.

SEATTLE

Citrus Soap, seven five-minute discs between Aug. 15 and 31. KOL.

Rhodes Dept. Store, four spot announcements, Aug. 14 and 15. KOL.

Carrier Tablets, evening announcements on KOL, Aug. 6 and 20.

M. C. Douglas & Southwick (dept. store), series of 52 quarter-hour discs, starting December 5. KOL.

Washoff Protective Cream, 100-word announcements daily except Sunday over KOL for one month starting Aug. 27.

Kenneth Davis, series of 12 15-minute talks, Aug. 15, through Sept. 10. KOL.

Wood's Radio Service, series of

104 15-minute programs on KOL; started Aug. 15 to run for one year.

Westernman's Clothing Stores, six spots, Aug. 15-19. KOL.

Signal Oil Co., three announcements daily, Aug. 14 to Sept. 13. KOL.

Hond Electric Co., series of 13 weekly quarter-hour discs, starting Sept. 6. KOL.

Lever Brothers Co. (Lifebuoy Soap), series of 52 five-minute discs, running each Monday, Wednesday and Friday evening; started Aug. 20. KOMO.

U. S. Tobacco Co., half hour program weekly on KJR for one year.

Richfield Oil Co., series of 65 evening 15-minute programs, daily except Saturday and Sunday, over KJLT; start Sept. 3.

PORTLAND, ORE.

Watson's Furniture Market, daily daytime announcements, beginning Aug. 14. KGW.

Madison County-Portland Interlodge Fair, 15 daytime announcements, during month, beginning Aug. 25. KGW.

Montag Store and Furnace Works, weekly half-hour musical program, beginning Aug. 17, one year. Placed by Mac Wilkins and Cole agency. KEX.

A. C. Gilbert Co. (New York), eight 15-minute daytime programs weekly, beginning Oct. 26, transcriptions, placed by Charles W. Hoyt agency. KEX.

Oregon Institute of Technology, 13 nighttime and 13 daytime announcements beginning Aug. 20. Placed by A. William Dalrymple agency. KEX.

Elder's Furniture Company, weekly 15-minute transcription program, one year, beginning Sept. 15. KEX.

Milton L. Gumbert, furrier, five minute daytime program six times weekly, beginning Aug. 16 until cancelled. Placed by Adolph L. Block agency. KEX.

Peg N. Talcott Stores, daytime announcements, beginning Aug. 18. Placed by Mac Wilkins and Cole agency. KEX.

BOSTON

Radio League of the Little Flower (Father Coughlin), 26 one-hour broadcasts starting Oct. 28. Through E. W. Helwig, New York. WNAC, WEAN, WORC, WMAS, WDIR, WICC, WLDE, WEEA, WLBH.

Brooklyn Fair, 56 announcements, started Aug. 26; 7 participations in Musical Rhythmer starting Sept. 8;

7 announcements starting Sept. 9. Through Ingles Advertising. Boston. WNAC.

Scott Furriers, Inc., renewed for 52 half-hour broadcasts, effective Sept. 23. Through Aaron Bloom. Boston. WNAC, WEAN.

La Ross Co. (New York), renewed for 364 half-hour programs, effective Oct. 14. Through Martin & Sandak. New York. WICC, Bridgeport.

La Ross Co., 364 half-hour programs, starting Sept. 15. Through Martin & Sandak. New York. WAAB, WEAN.

A & P Tea Co., 312 announcements, starting Sept. 3. Through Radio Broadcasting Co. WNAC.

A & P Tea Co., 624 announcements, starting Sept. 3. Through Radio Broadcasting Co. WEAN.

LOS ANGELES

Richfield, five 15-minute transcriptions weekly, 13 weeks. Placed by Burnside Agency. KXN.

Libby, McNeil and Libby, three 15-minute transcriptions weekly, 13 weeks. Placed by J. Walter Thompson. KXN.

Libby, Owens and Ford, 20 spots through Sept. and Oct. Placed by U. S. Advertising agency. KXN.

CHICAGO

Kalamazoo Stone Company, series of 12 15-minute programs three times weekly. (Cramer Krasselt Company, Milwaukee.) WLS.

Chas. Hansen's Laboratories, Little Falls, N. Y., for two-minute announcements three times weekly. (Mitchell-Paust, Chicago.) WLS.

Illinois Central Railroad, 10 one-minute announcements twice weekly. (Caples Company, Chicago.) WLS.

Siskraft, Chicago, six one-minute announcements three weekly. (Hussey T. Gray, Chicago.) WLS.

Reans Fur Company, three 15-minute programs weekly for 22 weeks. Direct. WGN.

Miles Laboratories, three 15-minute programs weekly for 13 weeks. (Wade Adv. agency, Chicago.) WGN.

DES MOINES

City Club Beverage Co., renewal, one hour per week, eight weeks, Midnight Rhythm Club. Direct. KSO.

Selren Glickman Furriers, 52 chain break announcements. Direct. KSO.

Phillips Petroleum Corp., 21 minute transcription per day, four weeks. Lambert & Foster. KSO.

Ungles Baking Co., five 15-minute programs per week, 13 weeks. Welch & Sixsmith. KSO.

Gordon, Inc. (Country Club beer),

daily announcements, eight weeks. Direct. KSO.

Hudson Jones Motor Co., 52 chain break announcements. Direct. KSO.

Thrifty, Inc., 52 chain break announcements. Haig Adv. Service. KSO.

B & S Shoe Store, 52 announcements. Direct. KSO.

Iowa State Fair, three announcements per day, three weeks. Lawrence Fairall Co. KSO.

Ft. D. M. Retail Bakers, renewal daily announcements, four weeks. Brown Adv. agency. KSO.

Quaker Oats Co., four five-minute programs. Fletcher & Ellis. KSO.

Younker Bros., three one-half hour programs per day one week and renewal chain break announcements. Direct. KSO.

Century Lumber Co., two announcements per day, four weeks. Direct. KSO.

PHILADELPHIA

Kroll Publishing Co. (Woman's Home Companion), talks by Jean Abbey at 9 a.m. every fourth Thursday; 15 minute, 13 weeks. Guyer, Crowell Agency. WCAU.

Dodge Bros. Corp., five one-minute disc spot announcements, Rutherford & Ryan. WCAU.

Bristol Meyers Co., 15-minute transcriptions at 10:45 Thursday a.m. starting Sept. 6. Thompson, Koch Agency. WCAU.

Fashion Spot, Inc., participation in Musical Clock program for 15 weeks. Placed direct. WPEN.

Parisian Tailors, one hour weekly, children's program. Placed direct for 52 weeks. WPEN.

Margaret Penn Candies, three 15-minute programs weekly for 52 weeks. Placed direct. WPEN.

A. W. Wall, spot announcements weekly for 52 weeks. WPEN.

M. A. Bruder and Sons, two 15-minute programs on Sunday, for 14 weeks. Direct. WPEN.

Fishing Spot, weekly announcements for 14 weeks. WRAX.

Ismah Rug Company, spot announcements weekly for 52 weeks. Placed direct. WRAX.

Phila. Ice Marketing Service, 12 spot announcements weekly for 52 weeks. Placed direct. WRAX.

Lucus Paints, daily spot announcements for six weeks. Cox and Tanz. WPI.

Natl. Gold Buying Co., spot announcements, indefinite. Placed direct. WPI.

DENVER

Public Service Co., 15 announcements. KOA.

Hiteen, 12 one-minute transcriptions. KOA.

Shanghai Tea Room, one an-

nouncement daily, one month. KPFL.

Postius Shoe Co., five one-minute announcements. KOA.

Hamm Brewing Co., five 16-minute transcriptions. KOA.

Cleaver Cleaners, 25 announcements. KLZ.

City Fuel Co., 100 announcements. KLZ.

Public Service Co., 24 announcements. KLZ.

Bargain Book Store, 13 announcements. KLZ.

Mae's Beauty Shop, 13 announcements. KLZ.

Deisel School of Engineering, 13 five-minute transcriptions. KLZ.

Hond Electric Co., 13 15-minute transcriptions. KLZ.

Virginia Meat Market, 25 announcements. KLZ.

Postius Shoe Co., 500 run of schedule announcements. KPFL.

May Co., 500 run of schedule announcements. KPFL.

Tony LaSalle, six announcements. KPFL.

Channings Restaurant, five announcements. KPFL.

Harry Steinberg, furrier, one announcement daily, one year. KPFL.

Gardner Nursery Co., one five-minute transcription daily, one month. KPFL.

Doran Coffee Roasting Co., 500 run of schedule announcements. KPFL.

Kramer Book Store, five announcements. KPFL.

Victory Theatre, 13 announcements. KPFL.

Globe Inn, one announcement daily, one month. KPFL.

Salvage Co., 50 announcements. KPFL.

Ray's Cafe, five announcements. KPFL.

Avery Apartments, one announcement daily, one month. KPFL.

Public Service Co., 20 announcements. KPFL.

A. J. Mosby, mgr. of KGVO, Missoula, Mont., back on the job after spending 10 days contacting the ad agencies on the west coast.

Andre Kostelanetz last week postcarded the radio ads from Inter-laden, Switzerland.

Pickens Sisters have been signed for Eddie Dowling's forthcoming musical, "Thumbs Up."

Clinton Buehlman, m.c. for WGR, Buffalo, musical clock, back from Canadian trip, where he was heard on Toronto Star four-hour fresh-air fund show over CFRB and Canadian network.

★ WCKY IS DOING THE REAL JOB FOR THE ADVERTISER! ★

L.B. Wilson

Each of the four acts is allotted 15-minute periods for their regular act with the page already broken up.

Radio Chatter

New York

Christian P. Norgard, for some time broadcasting a "Consumers Information Service" talk Monday noon over WGY, is director of the new Milk Publicity Bureau in the State Dept. of Farms & Markets. He is assistant commissioner of the department.

Sunshine Man, story teller, philosopher and singer, is now heard over WGY on a daily shot at 5:45 p.m. began his miking over WJZ and WOR about ten years ago.

Lud Gluskin threw his arm out of joint at rehearsal last Thursday (23). He bated the Ex-Lax show last night (Monday) with the limb all taped up.

Title of the Johnson floor wax show on NBC, which starts this Sunday (2), has been changed to "Wayside Cottage" and the cast recruited to support Tony Wons consists of Loretta Poynton, Hazel Dopheide, Emery Darcy and Ginny Vanna.

Bill Sweet will direct the Blue Coal and Macfadden shows for Rutheff and Ryan.

Lee Mortimer is pinch-hitting for Jack Lat's Gaieties at m. c. on WINS during Lat's European sojourn. Billy Gleson and Paula Smith are making a return on the same program.

Emory Kocsis, WKBW, Buffalo, Gypsy Minstrel, father of nine pound baby girl born Aug. 21.

Harry Lenetakis sponsoring Martha Meara on NBC.

Members of Bixby Bear WGR cast and 75 kids were guests under special tie-up arrangement with Hag-

onbeck Wallace Circus at matinee performance.

John P. Quayle from Columbia joins another ex-CBSer, Burt Morrison, in the program dept. at WMCA.

Andy Sanello three mornings a week over WMCA.

Thursday meetings of the New York Advertising Club will be aired by WMCA starting Sept. 8. Various trades are dissected from 4:15-2.

Hal Harbeck at the Rocky theatre again will be teamed with Rod Arkell in a regular Sunday morning combo music-philosophy interlude for WOR.

Revived at WOR are "Moonbeams" and "Choir Invisible," both sustaining programs that have been silent.

Ohio

Henry Fillmore, Cincy band leader and march composer, supplied 15 S. Marine Band with special music for the "Rocky Mountain" for NBC blast.

Commanders, male foursome, again vocalizing hi-grade tunes on WKYC, Cincinnati.

Iva Thomas McDaniels, sub-contractor, a newcomer to radio, on WKYC staff. She teaches violin in Dayton, Ky., opposite Cincy, and landed a job while accompanying her sweetie to station for an audition.

The b. f. missed out and asked Maurice Thompson, studio manager, to listen to the gal warble ballads and semi-classics.

Bill Bailey, WLW, Cincinnati, writer and occasional announcer, being kept from mike by hay fever.

WLW, Cincinnati, has four licensed aviators: Joe Chambers, teck super; Joe Emerson and Charlie Dameron, songsters, and Eddie Lynn, announcer.

Interesting novelty heard in some of unique arrangements played by Billy Melody Masters over WLW, Cincy, are musical conversations between Gene Perazzo, organist, and Bert Faber, pianist.

Minnesota

WCCO is all excited over Rowena Williams winning the final of the Hollywood Hotel contest. She's a Minneapolis gal, and got her radio start at WCCO, leaving here only four months ago for bigger worlds to conquer.

Pauline Liffin of KSTP's continuity department, left for two weeks in the northwoods.

Anamary Millard, WDG's program director, is defying all jinxes in announcing that she's going to become Mrs. Algin Kerkowaki (the former U. of Minnesota football hero) on Oct. 13.

Edna Pughal, all spruced up in a natty new outfit, left WCCO for a trip to the Pacific Coast; back sometime next month.

Gertrude Faue is leaving WDG's book-balancing to others while she enjoys two weeks' vacash in northern Minnesota.

The Raymond Smiths of WDG are looking forward to that "extra charge."

Dorothy Sederquist, hostess at KSTP, is soon to take the long march with D. L. Friedman, St. Paul attorney.

Excelsior amusement park fans are calling for a repeat of WDG's night: so much fun, did everybody have?

After the "Walkathon," just outside the Minneapolis city limits, had been running for two weeks, it shifted its radio broadcasts from WJLY, local independent station, to KSTP, St. Paul NBC station.

C. T. Hagemen, formerly of the St. Paul Dispatch-Plioneer Press, is the new manager of WTCN's St. Paul studio.

Hal Lansing, radio announcer, formerly with WLS, Chicago, is the latest addition to the staff of WTCN, Minneapolis. He is a veteran at the mike, having gotten his start with Jerry Sullivan at the old WQJ station, Chicago. In addition to announcing at WTCN, he takes a hand in production and fills character roles in dramatic sketches.

Jack Malerick and his band, now making personal appearances at theatres and dance halls throughout the Northwest.

Al Sheehan, WCCO announcer, went on the air a number of times to plug "Donnie Bush Day" at Nicollet Park in honor of the manager of the Mill City American League baseball team.

Pennsylvania

Sister of Laura Walters, of "Wiser, Pittsburgh, is Mrs. Charles Hopkins, wife of Paramount clothes designer.

O. Hanson, chief engineer for NBC, in Pittsburgh checking over the new KDKA studios.

Ernest Stanzola, WGAL program director, is giving Lancaster radio fans their quarterly quartets hours of organ music per week.

New programs aired Monday,

Wednesday and Friday evenings at 7:45 with Stanzola at the console. "Hollywood Press Agent" is title of new 15-min. daily program broadcast each afternoon from WGAL, Lancaster. Personalities of the screen, forthcoming pictures and movie gossip are discussed during the period.

Hines Hatchett, station manager of Station WGAL, Lancaster, smokes seven cigars daily, an average of fifty a week, or, by the year, 17,500 cigars.

In an open air ceremony, Esther Louch and Douglas R. Armstrong married Aug. 23. The groom is controller for the Mason Dixon radio group.

Members of the WGAL station staff aided in the ceremony with Ernest Stanzola, program and music director, playing the wedding march, and Cliff Grey of the station staff singing.

Harvey Deans is a new addition to the musical staff of the Station WGAL, Lancaster.

Jack Iyerly, WGAL, speller and warbler, has joined the Lancaster's station commercial staff.

Station WGAL now including "Short Wave Station WXXC" in its station breaks. New experimental broadcasts on a frequency of 16.7 KC on Federal Comish certificate.

Eddie Gundacker, chief of the technical staff of WGAL, Lancaster, now living in new home. Only complaint is miles of hedge which have to be trimmed weekly.

Al Manfre readying a new turn at vocalizing.

Nework unit being built around Vincent Travers at WCAU.

Barney Zeeman's band leaving town for a tour, with Dot Allison watching.

WCAU current awarding fem listeners engraved diplomas in the Better Homes other course.

Art Institute of New International nity will debut Sept. 20 via the networks, Ambassadors invited.

Philby either situation will get a final accounting the week on the impending merger between WFI and WLIT.

More booking being done but WCAU's art bureau by Manie Sacks recently than in history of the station's branch organization.

Jan Savitt's WCAU house band leaves the Penn A. C. roof for three weeks at the Purple Roof and a web wire. Unit changes due.

J. P. McEvoy, Campbell Soup officials and CBS heads in town over the weekend for a confab. Scripser delivered six shows for an okay and seven to come before the agency begins production.

Smaller Philly independent outlets are keeping to cover these days and waiting out fall developments before determining future action in competing with new stations and coming amalgamations.

Maryland

Freddie Huber vacashin in New Mexico.

Purnell Gould back from week's big jaunt to N. Y.

Joe Imbruglia has been spelling so steadily anent the exciting evenings he put in on L. I. during vacash with Geo. Schmidt of WOR and Duke White of BBDO Agency.

Local lads feel they know the N. Yers.

A. B. Schilling, of Bess & Schilling, in for a day.

WBUT erecting a new \$750 non-leased billboard to attract attention to new transmitting station.

Wide variety of BBDO current at the Hipp got an airing over WPBR last Friday.

Tennessee

Tastes of the American public in radio programs subject of WSM survey to be completed about October 1st. Ladies White Minstrel Show now heads the WSM lists in survey.

With a microphone installed in the reviewers' stand, WSM will broadcast the parade of the bands at the American Legion State Convention which will be held in Nashville, beginning Sept. 10.

In about 60 days WSM will open modern auditorium studio with the completion of the new wing of the Home Office building of the National Life and Accident Insurance Company, owners and operators of the station, at Nashville. Auditorium will be 18 feet in height, with floor dimensions of 43 by 70 feet.

Harben Daniel, sales and merchandising representative of WSM, will wed Catherine Murray.

John Lewis, concert baritone and member of WSM staff, is a crack rifle shot and has won the Tennessee State Championship five times in succession.

Lewis will enter the National Rifle Matches which are being held at Camp Perry near Cleveland, Ohio.

Howt H. Wootten, WRBC director, wife and daughters vacationed in Chicago.

Sales staff of WRBC in new offices completed adjoining the WRBC studios in Lord Peabody.

Malcolm Todd, WRBC announcer, recovered from a slight attack of the flu.

J. T. Ward, vice president of the Life and Casualty Insurance Com-

Inside Stuff—Radio

Latest commercial achievement in television is having a preview demonstration in Philadelphia at the Franklin Institute before leaving for the Worlds Fair. Invention by a local lad, Philo T. Farnsworth, is the long-sought "cold Cathode" tube, a current multiplier which makes television reproductions astonishingly clear.

Based on it in the Farnsworth tube is the "bouncing" of electrons with terrific force between two plates. "The commercial possibilities," explains the inventor, "are beyond human prophecy. As a control device in the power field, a transmitter of television impulses, an amplifier, rectifier and detector, it opens a field never before contemplated. The multiplying quality of the tube in the television field means that pictures can be picked up in lights too dim for a movie camera."

Political rates at KIL, Los Angeles, are back on a straight commercial basis. Double sack for office seekers has been discontinued and for a good reason. Up to a couple of weeks ago, rate for 15 minutes was \$180. Up north a certain politician was asked \$170 for an eight-station hookup on the Don Leo coast chain, which takes in KIL. Result was that local supervisors and assemblymen were buying time on the chain at a saving of 10 bucks. Squawks from dialers were plenty and the tariff has dropped back into the old slot.

Lightweight stations around Los Angeles have been taking the political bandwagon, gathering a few crumba here and there. After Aug. 24, date of the state-wide primary election, the whole lot will be theirs to scrap over. Major spots will be loaded down with commercials on the peak hours from 5-7 p. m., which means that the spillovers will be shunted off to the discards which they no like. Rather, they are expected to do their harrying over the smallest bicycle stops on either side of the dinner-hour.

Ben McGlashan, owner of KGFI in Los Angeles, has put himself on the spot with his advertisers. He is making the race for the state senate with his only stump the 100-watter. If he fails to make the grade he may have to make apologies for the pulling power of his spot, since that will have to put him over.

WOC-WHO, Des Moines, will not pass to Cowles Brothers, Iowa publishers. There have been negotiations but B. J. Palmer, president of the stations, declares no deal is now pending.

Many, and executive in charge of WLAC, heads the Community Chest drive in Nashville's metropolitan district this fall.

Mildred Hughes, WRBC, gone to the seashore.

Hattie King and Harold Dean Pearson, local radio artists, secretly married in Benton, Ark. May 4. Pearson director of orchestra for which his wife is pianist.

New England

Roland Winters, resigned his announcing position at Yankee net to become radio director for the I. J. Fox Co., a fur outfit. Winters will announce and produce their several local weekly broadcasts.

Gerry Harrison of Yankee web vacationing at Rangeley Lakes in Maine.

Ann Eagleton, song dramatist at WICC, Bridgeport, and WTIC, Hartford, auditioning in Manhattan.

WICC, Bridgeport, building up Virginia Thompson, regional winner in recent Dick Powell leading lady tourney.

Southern Connecticut orks donating services for benefit dance tomorrow (29). At Pleasure Beach, Bridgeport, for four Jack Keller music-makers who got hurt in auto accident en route to Maine.

Jim Jam Jam trio emanating from New Haven WICC studios, broken up, with Adeline Manzi continuing on her own.

Carl Looney band, New Haven, auditioning for roadhouse location after season on S. S. Belle Island, Long Island Sound excursion boat.

Duke Ellington due to introduce dash at Majestic, Bridgeport, week of Sept. 7.

Jud La Haye, WICC program director, will again stage Bridgeport Musical Research club programs next winter.

Jimmy Genoveese, Stamford songwriter who debuted on WICC, now at WEVD, New York.

Alma Detlinger, WICC's ace scriptress, back from Bar Harbor.

Pacific Northwest

First public utterance of Alexis M. Cardinal Lopicier since he landed on American shores was broadcast over KGW and fed to a coast-to-coast NBC network Aug. 13.

Sam Hayes, news reporter, made his nightly broadcast from KGW Aug. 17. Hayes in town to attend a meeting of his sponsor's gasoline representatives.

Ryan Jones, director of the KOIN Klock program, and the Mrs. spending their vacation in Bismarck, N. D.

Mrs. Elma Hackett, KOIN's "Hostess of the Air," returned from a two-months' tour of the East.

"Red" Dunning is an authority on "range etudes" and the leader of a crew of KOIN entertainers dubbed the "Wallis Walla Sol-Busters."

Mike Arentstun, KWG staff collector, and Howard Gifford, Boston pianist, have been making concert appearances in Alaska and British Columbia.

Tom Myron and his Scrapbook will return to his job over KOIN on a six-week basis.

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

Every Tuesday 10 P.M.

Coast-to-Coast

Columbia Broadcasting System

Personal Direction

HERMAN BERNIE

1619 Broadway, New York

ABE LYMAN

AND HIS CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 9:30 to 9 P.M., DWT

(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., DWT

(Phillips Milk)

MGM STUDIOS

CULVER CITY, CALIF.



MGM STUDIOS

CULVER CITY, CALIF.

HOTEL PIERRE

JACK DENNY

AND HIS ORCHESTRA

Camero Oil

Wed., 10:30 P.M.

WJZ

Wed.

Sat., 12 Midnight Mon., 11:30 P.M.

THAVIU

AND HIS ORCHESTRA

At "STREETS OF PARIS"

Century of Progress

Inquiries Solicited

Radio Chatter

New York

Christian P. Norgard, for some time broadcasting a "Consumers Information Service" talk Monday noon over WGY, is director of the new Milk Publicity Bureau in the State Dept. of Farms & Markets. He is assistant commissioner of the department.

Sunshine Man, story teller, philosopher and singer, is now heard over WGY on a daily shot at 5:45 p.m. began his miking over WJZ and WOR about ten years ago.

Lud Gluskin threw his arm out of joint at rehearsal last Thursday (23). He bated the Ex-Lax show last night (Monday) with the limb all taped up.

Title of the Johnson floor wax show on NBC, which starts this Sunday (2), has been changed to "Wayside Cottage" and the cast recruited to support Tony Wons consists of Loretta Poynton, Hazel Dopheide, Emery Darcy and Ginny Vanna.

Bill Sweet will direct the Blue Coal and Macfadden shows for Rutheff and Ryan.

Lee Mortimer is pinch-hitting for Jack Lat's Gaieties at m. c. on WINS during Lat's European sojourn. Billy Gleson and Paula Smith are making a return on the same program.

Emory Kocsis, WKBW, Buffalo, Gypsy Minstrel, father of nine pound baby girl born Aug. 21.

Harry Lenetakis sponsoring Martha Meara on NBC.

Members of Bixby Bear WGR cast and 75 kids were guests under special tie-up arrangement with Hag-

COLUMBIA BROADCASTING SYSTEM

Presents

LEON BELASCO

Coast-to-Coast

COLUMBIA BROADCASTING SYSTEM

St. Morris Hotel, New York, Nightly

Sole Direction HERMAN BERNIE

1619 Broadway, New York

RAYMOND KNIGHT

A. C. Spark Plug "Cuckoos"

Saturday, 10 P.M., Coast to Coast, WEAF

"WHEATENVILLE," WEAF Network

Monday to Friday, inclusive

Starting Third Season Aug. 27

Victor Young

GRACIE BARRIE

NOW AT CASINO DE PARIS

Sole Direction

HERMAN BERNIE

1619 Broadway, New York

EMERSON GILL

AND HIS ORCHESTRA

ANTLERS HOTEL

COLORADO SPRINGS

MCA Direction

COMMERCIALS

WEEK OF AUG. 27

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.
All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.
An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

A. C. SPARK PLUG
10-Su-WF
Cookbook
Eddie Green
Dick Campbell
Campbell-E

3-Su-WF
Harry Horlick
Frank Parker
N. W. Ayer

ARMOUR
9:30-F-WJZ
Floyd Gibbons
Irene Hoadley
Diage Delys
Roy Shields Ore
N. W. Ayer

H. T. HAIRBIRT
1:30-Su-WF
Mary Small
Robt. Simmons
Wm. Wierges
Freck

BAKER & BLACK
(Blue Jay)
Corn Flakes
4:15-Tu-F-WJZ
Wade Booth
Dorothy Day
Needham, L. & B

BISODOL
8:30-W-WABC
Everett Marshall
Elizabeth Lennox
Ohman & Arden
Victor Arden's Ore
Blackett

BORDEN
10-Tu-WABC
15 Min. in 11'lyw'd
Mark Warnow
11:45-W-WABC
Jane Ellison
Young & Rubicam

BOSCH
5:30-Su-WJZ
Explorers' Program
Col. Chino, Roosevelt
Capt. J. P. Barker
H. A. Adamson Ore
Direct

BRISTOL-MYERS
9-W-WF
(Ipana)
Fred Allen
Portland Hoffa
Jack Smart
Eileen Douglas
Irwin Delmore
Minerva Pious
James Melton
Lennie Hayton
Henton & Howies

CAMPANA
10-F-WF
First Nighter
June Meredith
Don Ameche
Carlton Brickert

CLIFF SOUTHER
8-Su-WF
Singer Quartet
Aubrey Moore
CARNATION MILK
10-M-WF
Gene Arnold
Lullaby Lady
M. L. Eastman
Jean Paul King
Erwin, Wasey

CHEMAMY
(Comedies)
8-W-WABC
Maxine Lash
Singer Quartet
Gumbinner

CITIES SERVICE
8-F-WF
Jessica Dragonette
Rosario Houston Ore
Quartet
Lord & Thomas
COLGATE-PALM
(Colgate Dentifrice)
10-Su-WF
"White Eagle"
Gloria LaVoy
John Barclay
Nat Shilkret
Henton-B

CONTINENTAL
OIL CO.
10:30-W-WJZ
Harry Richman
Jack Denny
John H. Kennedy
Tracy-L-D

CRAZY CRYSTALS
2:30-Su-WF
Gene Arnold
Comedies
McC-Eric

CUTEX
(Odorono)
9-F-WJZ
Phil Harris
Leah Ray
J. Walt. Thomp.

ENNA JETTICK
10-W-WJZ
Donnie King
Louise Katzman Ore
EX-LAX
9:30-M-WABC
Lud Gluskin
Henrietta Schum'n
Georgie Price
Katz

FEEN-A-MINT
8-Tu-WABC
Bar X Days and
Nights
Carson Robinson
John Mitchell

ILL MITCHELL
Pearl Pickens
John Hattie
Kenneth Dalglish
Wm. Eddy Co

FIRESTONE
8:30-M-WF
H. Firestone, Jr.
Gladys Swarthout
Good Ensemble
Wm. Daly Ore
Sweeney-James

FORD MOTOR
8:30-Su-WABC
Ted Pearson
Doris Weir
Mickey Cochran
N. W. Ayer

GEN. BAKING
8:30-Su-WABC
Julia Sanderson
Betty Moore
Frank Crumit
H. B. D. & O.

GENERAL FOODS
11:15-Tu-WF
Frances Lee Harten
Young & Rubicam

9-Tu-WF
(Maxwell)
Chas. Winninger
Lanny Ross
Annette Hanshaw
Conrad Thibault
Muriel Wilson
"Molasses 'n' Jan'y"
Gus Haenschen Ore
Henton & Howies

10-W-WABC
"Byzantine Expedition"
Mark Warnow Ore
Young & Rubicam

GENERAL MILLS
5:30-Daily-WABC
Jack Armstrong
All American Boy
4-Daily-WJZ
Betty & Bob
Ditty Chub-bill
Don Ameche
Betty Winkler
Art Jacobson
Louis Root
Carl Brickert
Blackett

GENERAL TIRES
10:30-F-WF
Jack Benny
Mary Livingston
Don Bestor
Hayes MacFarland

GERBER & CO.
10-Su-WJZ
Miss Schumann-H
Erwin Wasey

GILLETTE
(Safety Razor)
7:15-Daily except
Su-Su-WF
Gene and Glenn
Rutherford & R

GULF
9-Su-WJZ
Stoopnagle, 'n' Budd
Anka Lundin
Pauline Alpert
Modern Choir
Al Goodman Ore
Cecil Warwick

HECKER H-O
8:30-Daily-WABC
11-Har-O Rangers
Bobby Benson
Neil O'Malley
Florence Hallan
Billy Halop
John Hartie
Erwin-Wasey

HOOVER
5:30-Su-WF
Charles Sears
Mary Steel
Joe Koestner
Erwin-Wasey

HOUSEHOLD
9-Tu-WJZ
Edgar A. Guest
Joe Koestner's Ore
C. D. Frey
Edward Davies

INDIVIDUAL
CUP CO.
(Dixie Curls)
5:45-M-WABC
Bob Sherwood
Bradley Barker
Frank Novak's Ore
Young-R

JACKSON
9:30-Su-WJZ
Walter Winchell
J. Walt. Thompson

JOHNSON & SON
5:30-Su-WF
Tony Wons
Loretta Pointon
Hazel Topfshiede
Bimby Darcy
Gina Vango
Romale & Van
Needham

KRAFT-HEINIX
10-Tu-WF
P. Whiteman Ore
Helen Jepson
Pecay Healy
Jack Fulton
J. Walt. Thomp.

LADY ESTHER
10-Su-W-WF
8:30-Tu-W-WF
Wayne King
Stack-Goble

LEHON & PINK
10-Su-WF
Gus Arnheim Ore
Jimmy Norell
Maxine Tappan
Rutherford & R

10-Su-WF
(Armour)
"Table 'n' Time"
June Meredith
John Goldworthy
John Stanford
Gilbert Douglas
Muriel Forbes
N. W. Ayer
J. W. MARROW
(Or Shamoon)
11:45-M-F-WABC
Joan Marrow
Bob Nolan
Eddie House
Placed direct

MACFADDEN
8:30-F-WABC
(True Story)
Court of Human
Relations
Percy Henus
Arnold Johnson's Ore
Elise "Hits"
Lend Weaver
Lucille Wall
Allyn Jordan
Paul Stewart
Erwin-Wasey

MALTES
1-Su-WF
Dale Carnegie
Leonard Joy Ore
Sam C. Croot

MET. LIFE CO.
6:45-Daily-WF
Arthur Beeley
Phil Porterfield
Frank Crumit
Earl Lawrence

DR. MILES LAB'S
(Alka-Seltzer)
10:30-Su-WF
WLS Dora Dance
Ridge Runners
Mac & Hot
Glares Wheeler
Wade

BENJ. MOORE
11:30-W-WF
Lew White

MUELLER C.
10:15-M-W-WF
WABC
"Bill & Ginger"
Virginia Baker
Lyn Murray
Hewlig

NORTHWESTERN
1-EAST
8-M-WJZ
Jan Garber
Hay MacFarland

OXOL
5:45-M-W-WABC
Dave, Bunny & G
Bunny Conklin
Dave Grant
Ordon Graham
H. B. D. & O.

OXYDOL
(Froct's & Gable)
2:45-Daily except
Su & Su-WF
Ma Perkins
Virginia Dayne
Margery Hannon
Karl Hubel
Will Forum
Chas. Eggleston
Blackett

PACIFIC BORAX
9-Tu-WJZ
"Death Valley Days"
Tim Frawley
Joseph Bell
Edwin W. Whitney
Lorenson Corboy
Joseph Bonine Ore
McC-Erick

PERFECT
7:45-Daily, except
Su & Su-WF
Jungle Adventures
Frank Beck

PHILCO
7:45-Daily, except
Su-WABC
Boake Carter
P. W. Armstrongs
PHILIP MORRIS
8-Tu-WF
Loe Tolman's Ore
Phil Daw

PLUGG, INC.
10-W-WF
Guy Lombardo
"Lake-Spiro-C"

PTER & GMBLE
2:30-Su-WF
Su-WJZ
Home Sweet H
Charles Scott
Harriet MacGibbin
Billy Halop

REAL SILK
1-Su-WF
Chas. Erwin Orch
Charles Lyons

RED STAR YEAST
11-Tu-Th-S-WF
Arthur Beeley
Phil Porterfield
Frank Crumit
Earl Lawrence

SCHLITZ
10-F-WABC
Everett Marshall
Victor Young Ore
Stoopnagle & Budd
Frank Crumit
Carol Deis
Parker Fennelly
R. B. D. & O.

SILVER DUST
1:30-M-W-F-WABC
Paul Kaat
Hollo Hudson's Ore
H. B. D. & O.

SINCLAIR
8-M-WJZ
Gene Arnold
Bill Childs
Mac McCloud
Joe Parsons
CLIFF SOUTHER
Federal
Kogeri

STAND. BRANDS
(Chase & Sanborn)
8-Su-WF
Jimmy Durante
Robino

8-W-WF
(C & S Tea)
Jack Pearl
CLIFF SOUTHER
Peter Van Steeden
Kathleen Wells

8-Tu-WF
(Pleischmann)
Rudy Vallee and
His Conn. Yanks
J. Walt. Thomp.

STD. OIL (N. Y.)
9:30-Tu-WF
Socony Sketches
Arthur Allen
Parker Fennelly
Kate McComb
Isabelle Winlocke
R. B. D. & O.

STERLING PROD.

8-Tu-WABC
(Dayer's Aspirin)
Frank Munn
Muriel Wilson
Gus Haenschen Ore
9:30-Su-WF
Frank Munn
Virginia Keu
Ohman & Arden
Gus Haenschen Ore
9-F-WF
(Phillips Mag)
Waltz Time
Abe Lyman Ore
Frank Munn
Vivienne Regal
8:30-Tu-WABC
Abe Lyman
Vivienne Regal
Oliver Smith
Blackett

STUDEBAKER
9:30-Tu-WABC
8-M-WF
Richard Himler
Joy Nash
Hoche-W-C

SUN OIL
6:45-Daily except
Su-Su-WF
Lowell Thomas
Hoche-Williams

TASTYFANT
9:30-Su-WJZ
Dramatic sketches
Tom Powers
Leona Hogarth
Hendrick Harzen
Stack-Goble
U. S. TOBACCO
(Dill's Root)
9:30-F-WF
One Night Stand

WANDER CO.
(Ovaltine)
5:45-Daily-WJZ
Little Orphan A
Allan Baruck
Henrietta Tedro
Ed Strang
Stanley Andrews
Shirley Pell
Blackett

WARD BAKING
8-Su-WABC
Haddy Rogers Ore
Joanie Lang
S. Harsale
Fletcher-Ellis

R. L. WATKINS
8-Su-WJZ
Amida
David Percy
Men About Town
Jacques Renard
Blackett

WELCH
(Grape Juice)
7:30-W-WJZ
Irene Rich
Kastor

WHEATENA
6:45-Daily except
Su-Su-WF
Dramatic Serial
Billy Butcher
Joy Knight
Janet Freeman
Bobby Jordan
Emily Vase
Mable Ellis
Clarence Strait
McKee-Albright



Clark Orch. Back at Fair
Chicago, Aug. 27.
Palmer Clark orchestra goes back on the air with NBC Sept. 9, when the Chicago Symphony broadcasts close.

Gulf Repeats
Gulf Refining show on NBC this Sunday (2) will be practically a repeat of the bill it used Aug. 12. Only insert is Anka Lundas, Swedish torch singer.

Cliff Edwards a Mgr.
Cliff Edwards has taken Cy Kahn, west coast songster, under his personal management for CBS buildup. Ukulele Ike Edwards is also under CBS auspices.
Edwards tagged his protege Cy Lowe instead.

FULLBACK TRIES OUT
Chicago, Aug. 27.
With football coming into the limelight again, Bronco Nagurski, all-American full-back from Minnesota, is getting heavy auditions around town.
Neisser-Meyerhoff agency last week got Nagurski down on wax for a radio disc test.

KARLOFF RE-SHELLS
Hollywood, Aug. 27.
Boris Karloff does a scene from "Death Takes a Holiday" tonight (Monday) on the NBC coast Shell Show.
It's his second miking on this hour.

McNamara's Promotion
Boston, Aug. 27.
John F. McNamara has been named program manager of WBZ and WBZA to fill the vacancy on the staff created by the resignation of John L. Clark.
At same time John H. Wright joins the program department staff.

Molle Decides
Molle goes minstrel show Oct. 1, using two quarter hours a week on NBC's red (WEAF) link and a Friday night half hour on the blue (WJZ). Both hook-ups will be cross-country.
Besides preparing the material, Al Bernard and Paul Dumont will function as end men. Wally Butterworth has the interlocutor assignment. Milt Rettenberg will bet on the band.

Howard (Hal) Butler has been appointed manager of WNEW's Newark studios. His previous stand had been WDAY, Fargo, N.D.

WABC
wabe

columbia broadcasting system . . .

monday thursday friday 8:00 p.m. e.d.s.t. coast-to-coast

Management TED COLLINS

GOLDBERGS WIN WEEKLY RADIO SURVEY

(LAST WEEK, AUGUST 24th)

The New York Daily Mirror's Weekly Radio Popularity Survey, Directed by Nick Kenny, Radio Editor of the Mirror, Picked Gertrude Berg

(THE GOLDBERGS)

As Their Most Popular and Favorite Program

THE RADIO SPOTLIGHT CONTINUES TO FOCUS UPON

The Goldbergs



AT PRESENT MAKING PERSONAL APPEARANCES IN THE LEADING THEATRES OF AMERICA

SMASHING BUSINESS AT STEEL PIER, ATLANTIC CITY
WEEK OF AUGUST 10TH, RESULTS IN
RETURN ENGAGEMENT NEXT WEEK, AUGUST 13TH

Direction—NBC ARTISTS BUREAU

Radio Showmanship

(Continued from page 26)

morning half hour broadcast of 'Air Shopping' over KOIN with Art Kleckham and Margaret Altyn touring the aisles with a microphone.

Natural listener interest in hearing actual description of products, together with short interviews with merchants, is now being augmented frequently by the use of talented singers and musicians discovered among the market staff.

Radio's influence is demonstrated daily in immediate response whenever bargain 'specials' are offered, as well as in the remarkable increase in the volume of business.

Broadcast Rodeo

Station KOIL and KFAH brought listeners in this area something they had never heard before when broadcasts of the Sidney, Iowa, four-day rodeo went over both stations.

Paul Luther of the Omaha staff was on the site for jolt by jolt descriptions and in all was on the air for some 18 hours in about a dozen different broadcasts.

Over KFAH and the rest over KOIL, Al Bates technician of the Omaha studios worked out the mechanical details of the set-up which worked perfectly.

Broadcasts stirred listener interest to the point where many Omaha drivers drove over for the show or two of the four-day program.

'The Crab'

Port Wayne. First of the new programs to get under way at WOWO is called 'The Crab' with Medford Maxwell, station director getting cranky on everything in general.

Particular method of handling this squawk hour is for local store or

Columbia Broadcasting System

Presents

THOMAS "FATS" WALLER

On Entire Columbia Network
3 TIMES WEEKLY
ALSO IN THEATRES
NOW HEADLINING
RKO Coliseum, New York

Direction
PHIL PONCE

The Original

Boop-Boop-a-Doop Girl

HELEN KANE

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

fred allen's

HOOR OF SMILES

WITH
PORTLAND HOFFA
JACK BRADY
IRVIN DELMORE
LIONEL STANDER
MINA FAIR
KILLEN DOUGLAS
LENNIE HAYTON'S IPANA
TROBADORS

Material by Fred Allen and Harry Tugend
Management Walter Batchelor
Wednesdays, 9:10 P. M., D. E. T.
WEAF

Mme. ERNESTINE SCHUMANN-HEINK

GERBER'S BABY FOOD
WGN, NBC, Sat., 9 P.M., CDEE

personality on the pan to receive a trick postcard beforehand advising listening in. Malicious gossip is of course avoided but a general sour-pussment is represented by Maxwell.

How It Happened

New York. Special events' department of WMCA with an eye always cocked at point d'intersection of the fairer thing in connection with the armoured car \$127,000 hold-up. Station brought a member of the Safe and Lock Squad to the microphone to outline the usual technique of stickup gangster.

Capt. Dan Curtayne of the Police Dept. did the topical spiel.

A Lesson

New York. During a 10-minute section of the Paul Whiteman broadcast Thursday (23) the pace was so slipshod and the continuity cleverly stitched together so many personalities, bits, and specialties that it could serve as a model lesson in tempo for radio producers.

Semi-rhymed dialog brought individuals of the Whiteman ensemble in and out of the marathon that worked—up to Mike Pingatore's whirling dervish on the banjo. Of course, this very thing has been done many times by Whiteman on stage and cafe floor, but for radio it had the flavor of the exceptional.

Circularize Educational

Seattle. Making sure that its educational programs reach the greatest number of interested listeners, KOMO and KJR officials have adopted the plan of sending out letters before each of the broadcasts to individuals and establishments which are apt to be concerned in the program.

For the nation-wide broadcast, set for Sept. 4 originating from KJR via NBC, of a talk by J. F. T. O'Connell, completion of the emergency letters calling attention to the program have been sent to banks throughout the state, with the request that the notice be posted on bulletin boards.

System is to be followed through on all such programs.

Mountain Climbing

Seattle. From 'way up there'—12,000 feet up the steep slopes of Mount Rainier, one of the nation's highest, KOMO announced the scenic panoramas before them over a coast-to-coast NBC hookup last week.

Braving the treacherous glacial slopes of the mount, three announcers and two technicians climbed to the mountain studio, slept overnight in the snows, and shot the carefully planned program remote to the Seattle studio on schedule. During tests made the week before, Wilton Hoff, announcer, fell 100 feet and was painfully injured.

A feat for expert mountain climbers, this is the first time that any adventurers attempted to carry such a load as the broadcasting equipment was across the glaciers. This broadcast was one on the KOMO-KJR program for plugging the Pacific Northwest to the nation. Another scenic radio trip, to go across country, will be the less hazardous journey to a Puget Sound fish trap and canyon this week.

Governor Clarence D. Martin will be on this one.

Oakite Points With Pride

Newark. Oakite Co., one of the sponsors on Martha Deane's Women's hour over WOII, got a break from the Byrd South Pole Expedition last week. In talking about the product Miss Deane mentioned the load of Oakite, a scouring powder, that Byrd took along with him on his previous trip and suggested that the account would appreciate it if some of the stuff abandoned at the time in the Arctic wastes were brought back for chemical analysis. Several hours later came a cablegram from Stephen Corey, supply officer with the Byrd coterie at the Pole, saying that he had picked up the WOII broadcast and he would be glad to bring back some of the old stuff if space on the ship allowed.

When Estella A. Karn, exploiter for the Deane hour, relayed this message to the expedition's offices in New York she learned that Corey had previously cabled up for a load of the stuff to be produced about the City of Winchester, which is slated to take emergency rations to Byrd's two boats now at Dundee, New Zealand. Oakite order called for 1,200 drums.

Dixie Brand's unit is at the Linden House, Kerhonkson, N. Y., until Labor Day.

Isham Jones, after closing at the Ritz-Carlton Terrace, Atlantic City, Sept. 3, will do eight weeks of vaude and one-nights. Swing will take him through the Midwest and South.

New York Ad Agencies

(Executives in Charge of Radio)

N. W. Ayer & Son, Inc.
500 Fifth Ave., N. Y. C.
Douglas Coulter.

Batten, Barton, Durstine & Osborne, Inc.
383 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford

Benton & Bowles, Inc.
444 Madison Ave., N. Y. C.
R. M. Ruffner.

Bluff Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Bluff.

Blackett-Sample-Hummert, Inc.
230 Park Ave., N. Y. C.
Frank Hummert.

Blackman Co.
123 E. 42d St., N. Y. C.
Carlo De Angelis.

Cecil, Warwick & Cecil, Inc.
230 Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.
580 Fifth Ave., N. Y. C.
L. S. Caskin.

Samuel C. Croot Co.
28 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wasey & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Gannon.

William Eddy & Co., Inc.
100 E. 42d St., N. Y. C.
William Eddy.

Edward Byron
Federal Adv. Agency
444 Madison Ave., N. Y. C.
Jack Davidson

Fletcher & Ellis
331 Madison Ave.
Lawrence Holcomb.

Gardner Advertising Co.
330 W. 42d St., N. Y. C.
R. Martin.

A. Sterling Getchell
420 Lexington Ave., N. Y. C.
Gotham Co.

250 Park Ave., N. Y. C.
A. A. Kron.

Lawrence C. Gumbinner
9 East 41st St., N. Y. C.
Paul Gumbinner.

Hannf-Metzger, Inc.
745 Fifth Ave.
Louis A. Witt.

Joseph Katz Co.
247 Park Ave., N. Y. C.
Benjamin Larson.

Lambert & Feasley, Inc.
400 Madison Ave., N. Y. C.
Martin Horrell.

Lennen & Mitchell, Inc.
17 E. 45th St., N. Y. C.
Max Tollner.

Robert W. Orr.
Lord & Thomas
247 Park Ave., N. Y. C.

Gregory Williamson
McCann-Erickson, Inc.
285 Madison Ave., N. Y. C.
Dorothy Barstow.

Nowell Emmett, Inc.
40 E. 21st St., N. Y. C.
Richard Strobridge.

Paris & Peart
370 Lexington Ave., N. Y. C.
B. J. Cogan.

Peck Adv. Agency
271 Madison Ave., N. Y. C.
Arthur Sinaheiser.

Pedra & Ryan, Inc.
250 Park Ave., N. Y. C.
David P. Crozier.

Frank Presbury Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Myron P. Kirk.

F. B. Ryan, Jr.
J. Walter Thompson Co.
420 Lexington Ave., N. Y. C.
John U. Reber.

Robert Colwell.
Young & Rubicam
235 Madison Ave., N. Y. C.
Hubbell Robinson.

W. R. Stuhler.
Don Stauffer.

Roy Fox's mother met the American bandmaster, who is now a London favorite, half-way in N. Y. Fox came in from London and his mother traveled an equal distance from California.

Leo Robin and Ralph Rainger writing music for Paramount's 'Here's My Heart'.

Guy Lombardo reopens the Arden Cafe, Philadelphia niterite, Sept. 20. Unit will collect \$10,000 for a nine-day stay.

Helen Morgan and the piano team of Phil Ohman and Victor Arden have signed exclusive contracts with Brunswick Recording.

Radio Reports

(Continued from page 33)

for the radio audience. It is the type of material which WCFL listeners are most likely to enjoy. Dewey and Rogers, standard vaude troupe, opened the session with easy talk and some nice vocalizing and piano-fiddling. Were followed by the Mobile Moaners quintet; for that Harlem sent harmony. Bronson and Reese followed with songs and chatter while Frances Kennedy finished the session with heart-to-heart poetry and homey philosophy. Gold.

JACK DEMPSEY
Interview, Sports Hi-Lights
15 Mins.

COMMERCIAL
WOWO, Fort Wayne

Interview on Sports Hi-Lights program which is sponsored by Kamm-Schellinger beer products former ring idol's guest appearance preceded his last fight as referee for a fight exhibition in league park.

General items covered included some bits from his various encounters, travels and of course the new baby. Wally Nehrling of station handled the formal talking end with Ben Tenney, sports writer on News-Sentinel—mine-hunter—for Journal-Gazette, sports editor who was out-of-town.

Judging from turn-out at arena which followed later in day, the personality is still a real drawing card. Park was jammed. Informal talk in between rounds was also carried over air. If spotted right Dempsey might make the grade as an addition to one of the bigger air programs. He still has a mighty large public.

BOBOLINKS
With Mr. and Mrs. E. R. Link and Sons, Robert and Richard
15 Mins.

Sustaining
WCCO, Minneapolis-St. Paul

Here is a radio act composed of a mother, father and their two sons, latter three with bona fide voices, and comprising all-around versatility seldom found in these parts.

Mother is pianist and arranger, with the male side of the family handling the warbling. They sing solos, duets and chime in for fifty trio work. Monday, on three times weekly, Mondays, Wednesdays and Fridays, at 12:15 to 12:30 p.m. (CST), this group actually highlights what WCCO calls its Noon High Light period.

Family's first radio experience dates back years ago, when they started with WLGA (now WCCO). From there they trekked to Clearwater, Fla., Covington, Ky., and did their stuff for a while on the NBC Farm & Home Hour, in Chicago.

Roschick.

CHEERIO
Clarence Tolman and Glenn Shelley Music and Songs
15 Mins.

COMMERCIAL
KGW, Portland, Ore.

Clarence Tolman, KGW's friendly voice tenor, and Glenn Shelly, staff organist, are on the air with their morning Cheerio program after a vacation of several months—this time for Crazy Wells water company in a daily 15 minute shot in the morning.

For two years Tolman and Shelley went through their morning Cheerio routine for an electric power company. When the contract expired, this last spring, it went off air.

Songs and philosophy delivered into the microphone by Tolman to Shelley's organ accompaniment. Commercial copy is given by station announcer. The 'good morning' cheer up and cheer up dominates and seems to have a great appeal.

Tolman's pulling power with northwest radio fans has set a record. He has been a member of The Oregonian station staff for several years, and his popularity for outside personal appearances has never wavered. He is a real cowboy brought to the radio plains. From there he went to Shuberta in New York and before joining KGW he was with Dobbie on the NBC network in San Francisco.

HALF-FORGOTTEN AMERICANS
With G. H. Mortimer
Historical talk
15 Mins.

COMMERCIAL
KHD, Los Angeles

First series of straight talk programs on the Coast now in fifth week, and starting to make the local sit up and take notice. Spotted at 7:30 Wednesday nights, series comprises close to one quarter hour talks on figures in American history with whom present day population is little familiar.

Mortimer, who compiles his own data and delivers his weekly talk, is sponsored by a local jewelry concern specializing in buying old gold, with 'programs' theme music, 'Anne M. Souvenirs', fitting in appropriately for the topic. Subject, when caught, covered the

SUPER-POWER DRAWS BIG CURIOSITY MOB

Cincinnati, Aug. 27.

Crosley's new 500,000-watt WLW transmitter plant at Mason, O., 22 miles from 'Cincy, is drawing 5,000 visitors monthly. Public inspection of it has been restricted to Saturdays and Sundays. Registration lists reveal visitors from every state in the Union and from 15 foreign countries. Scientists, engineers, educators, press boys, students and every-day radio fans are among those who have given the world's largest sound tosser the 0.0.

Visitors are shown through the Crosley studios, located a few miles from the hotel and theatre district of Cincinnati, daily, but audienceing of WLW programs has been discontinued because of interference with talent and program routines.

Downey Armour Guest

Morton Downey does a guest on this Friday's (31) Armour show.

Broadcast will make the first for Downey on an NBC hookup since he allied himself with Columbia four years ago.

Jack Mills has the publishing rights to Mascot's screen musical, 'Young and Beautiful.' Times he is publishing are 'A Pretty Girl,' 'A Lovely Evening' and 'Hush Your Fuss.'

Life of John A. Sutter, California pioneer, on whose property gold was first discovered, back in '49.

Mortimer has an excellent voice for etherizing and his talks are both entertaining and convincing. Past vignettes have covered the careers of George Washington, General Gorgas, and Edwin Booth.

COLUMBIA BROADCASTING SYSTEM
Mark
WARNOW
MUSICAL DIRECTOR
BORDEN'S
45 MINUTES
HOLLYWOOD
THURSDAY NIGHTS
at TEN O'CLK
CBS NETWORK
Sponsored Exclusively by
COLUMBIA BROADCASTING SYSTEM

EDDIE PEABODY
The Instrumental Stylist
WEEK SEPT. 2ND
STATE-LAKE THEATRE
CHICAGO, ILL.
Personal Direction
HAROLD F. KEMP
NBC ARTIST SERVICE

CAUSING PLENTY OF TALK
THE
SIZZLERS
and HELEN GORDON
For Further Information
HAROLD KEMP, NBC Artist Service
Personal Direction, CHARLES A. BATHA

VIVIAN JANIS
ON TOUR
"ZIMPEL FOLLIES"
Solo Singer
HERMAN BERNIE
1619 Broadway
New York City

BACK TO DEMONSTRATIONS

Aiming Towards Trouble

Music publishing trade is becoming jittery over the way the New York newspapers and the press associations have taken to the lyric-censorship suggestion. Publishers fear that what started out as a space-grabbing gag gives indication of getting out of control and developing into a serious boomerang for the industry.

A stunt is a stunt, but in this particular case the publicity-seeking bandman may be playing with fire. By inveighing against the lyrics that go on the air these bandmen are bound to bring a ready response from the professional reformer, who, as show business well knows, needs but a spark to start a conflagration.

What effect the publicity stunt has already had is attested to by the extraordinary zeal exercised in the past week by the networks in scrutinizing the lyrics of the new songs submitted them by Tin Pan Alley. Without this added censor-baiting from music's own ranks, the publishers have found the consistent blue-pencilling antics of the NBC and Columbia department heads tough enough.

Several protests against this type of publicity were received from members by the Music Publishers Protective Association. One publisher suggested that the band leaders might serve their own interests best by using a little censorship, if not discretion, on the stuff dished out by their press agents.

Ray Noble Barred from U.S. by Union Might Broadcast for Bromo-Seltzer From Canada; Fear English Reprisals

Ray Noble, British band leader, may solve the dilemma caused by the refusal of the American Federation of Musicians to let him work in the United States by coming over to Canada and making that country the origin of his NBC program for Bromo-Seltzer. Noble is under contract to start his series for the bromide mixer Oct. 17. In the event he goes through with the Canadian arrangement, it will make the first circumvention of its kind in the history of American broadcasting.

Should he settle down in Canada, Noble will obtain a hotel in Montreal or Toronto as a permanent stand for his band, which would be the aggregation he now has in London, England, or one recruited from among Canadian musicians. Since he is scheduled to arrive on this side Oct. 1, ample time would be allowed him to whip aggregation of the latter class into shape for his initial broadcast.

With Joseph Weber, pres. of the A. F. of M. in Europe, the question of permitting American entry to Noble, who planned coming over alone, devolved on Thomas Gamble of the international union's New York office. Noble's proposition had been to pick his entire band from among members of the New York local and also pay for a stand-by leader who would double as conductor. Two bandleader members of the New York union protested to the international against Noble's admittance, and Gamble last week decided that an okay for Noble would establish a precedent that might lead to a flood of dance maestros from the other side.

Other Shut-Out

Besides the air commercial, Noble is tagged for the bandstand assignment in the Rockefeller Cafe on the 65th floor of the RCA-buildings. His tugging of both jobs was approved by the governing board of the A. F. of M.'s New York branch.

In band booking circles on this side it is anticipated that the barring of Noble will lead to reprisals in England, to the extent that a thorough-going ban would be placed upon American musicians whether coming in as singletons or units.

Art Landry's B'way Spot

Ben Usherall's Terrace restaurant on Broadway and 52d, N. Y., opens tonight (28). Art Landry orchestra with Ann Butler are the attractions.

Terrace boasts the 'world's largest sidewalk cafe,' running half a block between 52-53d streets.

Others in the show include Khartoum and male quartet, Three Cordova Sisters, Murray Trio, Marcellini and Bela Lohley's gypsy ensemble.

Casa Loma Ork Will Tour Pre-Essex Opening

Casa Loma band leaves the Glen Island Casino, New Rochelle, N. Y., Sept. 29 and will go on a tour of one-nights before settling down at the Essex House.

Opening at the Manhattan spot is tentatively set for Oct. 17.

Dreyfus Favors Round-Robin on ASCAP Revisions

Coterie of music publishers which is opposed to the membership renewal agreement of the American Society of Composers, Authors and Publishers as it now stands met last Wednesday (22) to discuss the revisions this group seeks to have made in the ASCAP bylaws. Meeting agreed to leave the job of putting these proposals into detailed and concrete form to a committee.

Through a representative, Max Dreyfus yesterday (Monday) let it be known that he had authorized the use of his name in a round-robin promulgated July 17. This round-robin, which also contained the signatures of Walter S. Fischer, Saul H. Bornstein and Edwin H. Morris, declared for a revamping of the Society's bylaws. Through the same rep Dreyfus averred that he had read the round-robin before okaying the use of his signature.

In a telephone conversation from his home in Brewster, N. Y., on Friday (24), Dreyfus had advised that he would issue a statement on the signature authorization issue but on Monday he decided to make it an oral avowal through an executive of one of the Warner Bros. publishing group.

Gibbons, Now in London, To Recruit U.S. Combo

Carroll Gibbons, whose dance combo is currently stationed at the Savoy, London, is coming over by his loneself in the fall. He plans to organize a unit on this side for American hotel and commercial broadcasting engagements.

Gibbons is an American, hailing originally from Roston

ROBBINS BREAKS FROM MPPA RULE

Nelson Ingham as Outside Professional to Tour Stores and Teach Public—May Create Music Counter Chain—Metro Sanctions Move

15 YR. TABOO

Taking the position that as a non-member of the Music Publishers' Protective Association—one of the few music publishers outside of the MPPA and the only major publisher to confine its trade association solely to the American Society of Composers, Authors and Publishers—Jack Robbins, v.p. and general manager of the music firm bearing his name, has reverted to 'demonstrations' behind the music counters.

It was for the elimination of this and other so-called trade evils that the MPPA had been formed originally under the guidance of the founder-publisher of Variety when subsidization of plugs and other subornations had grown into a degenerating trade practice. Robbins' attitude is that while ASCAP has since usurped most of the major objectives of the MPPA, and expressly enjoins against the payment of interest in properly demonstrated as a music publisher, sees no evil in intelligently demonstrating how his songs should and could be sung.

For this purpose he has payrolled Nelson Ingham as the outside professional man, currently stationed behind the counter of McCrory's syndicate store in Atlantic City. Robbins will route Ingham through all the key spots, to perform behind the counters of the McCrory and other chain stores for the same purpose of influencing and stimulating public interest in his own songs.

Salesgirls No Help

Position Robbins takes is that salesgirls behind the music counters throughout the land take little or no interest in properly demonstrating a song's merits. Customarily must come in and specifically ask for some tune that's predominantly on his or her mind. Too often he or she can't remember it just as often, the multiplicity of songs on the radio these days, argues Robbins, switches the prospective patron's interest from one song to something else.

Hence, with a commercial song demonstrator of Ingham's calibre actively on the premises, and specifically demonstrating Robbins publications, the music pub says he already has evidences of the fact that it's a direct stimulator for the moving of copies of Robbins' songs from the music counters.

From this revival of a now more than 15 years' obsolete and abused Tin Pan Alley trade practice, Robbins plans creating his own chain of music counters in department stores, 5-10-25-and-up syndicate stores and the like, hoping to swell them into 100 new and lucrative sales outlets for the benefit not only of his own but other Tin Pan Alley productions.

Robbins has National Music Sales, Inc., in mind as a corporate entity for these music counters. It's not a new idea, as Warners has its own extensive chain of music counters in department stores. (Florence, N. Y. branch in New York is under Warner Bros. Radio, Witmark, Harris, etc., direction.)

In former years the late Jerome H. Remick monopolized a sizable chain of music retail outlets, Henry Waterson did likewise. The Ted Snyder Shops were another similar chain featuring sheet music, souvenirs, and the like. In all instances the alleged shortcoming was that each music publisher who

Song Publishers Are Just Stooges For Hollywood, but Paramount, WB Trying to Fix Up More Co-operation

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week regularly.

Only the chain stations are listed as indicative of the general plug popularity. Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
I Only Have Eyes.....	32		
Moonglow.....	30		
Moon Over Shoulder.....	27		
Never Has Chance.....	27		
Far All We Know.....	26		
Pardon Southern Accent.....	26		
I Saw Stars.....	25		
Love in Bloom.....	25		
Very Thought of You.....	25		
I'm in Love.....	20		
They Didn't Believe Me.....	20		
Take Lesson from Lark.....	19		
Dames.....	18		
Say It.....	18		
Lites Low, Music Sweet.....	18		
Cigarettes in Dark.....	18		
I Still Do.....	17		
La Cucaracha.....	16		
Then I'll Be Tired.....	16		
With Eyes Wide Open.....	16		
Dust on Moon.....	15		
Tonite Is Mine.....	15		
Moon Was Yellow.....	15		
The Breeze.....	15		

GUARANTEE TED LEWIS 10¢ FOR 7 ONE-NITERS

Ted Lewis, for himself and band, will draw \$1,500 guarantees plus percentage in each of seven one-niters in New England, commencing Aug. 28. Route set by the William Morris office starts in Springfield, Mass., and is confined to ballrooms.

Final date will be a 'dawn dance' at Salem, Mass., Sept. 2, starting at 12:05 a. m. on Monday and running till four a. m. Sunday dancing is prohibited there, so 'dawn dancing' is the thing.

After the one-niters Lewis returns to vaudeville, opening Sept. 7 for Loew in Pittsburgh.

controlled the destinies of these retail ventures featured his own catalog at the expense of the current and competitive hits for which often there were more genuine sales demands.

Robbins hopes to overcome this by a system of demonstrations at the McCrory Atlantic City store. This will be achieved via Tin Pan Alley professional department song demonstrators who will be drafted to teach the public the airs just as they do in the piano rooms of the publishers' houses to new acts, etc.

From the position of the Robbins firm, which is 51% owned by Metro, anything to achieve sales—and whenever possible to also place the pictures—is deemed legitimate. More so, on the angle of popularizing a song in order to impress the cinematic sources from whence the song derived.

An instance of this was the Loew-Metro home office order to put the Marion Davies song, 'Sweetheart, Darling,' across in the mass mind via the picture. It was because it was intended first to place Hearst's Cosmopolitan, producers of 'Leg o' My Heart' (and, incidentally, also satisfy Miss Davies), and secondly, in that manner to keep the film title 'Leg o' My Heart' before the public.

Thus any of Robbins' unorthodox Tin Pan Alley business methods are okay with the Loew-Metro directorate.

More and more the music publishing affiliates of the film companies are being utilized principally for exploitation purposes. Their heretofore major activities of producing song hits are thus being relegated to the position that everything in the field of Tin Pan Alley must be secondary to the ultimate success of the picture productions.

Often, of course, when a film rides to success, songs from that picture do also, and thus both gain proportionate economic returns, but frankly and foremost Tin Pan Alley is a stooge for Hollywood.

This is being demonstrated right along, although there are some instances where the Alley is showing the light to Hollywood. Paramount's Famous Music Corp., evidenced that with 'Murder at the Vanities,' which had two important songs, 'Live and Love Tonight' and the since proved more popular 'Cocktails for Two.' 'Live and Love,' however, was given the heavy production flash in 'Vanities' despite the protests of the eastern music exec presiding over Famous. Still certain that 'Live' will never mean as much as 'Cocktails,' and that the latter, if becoming a hit, would reflect more favorably to the box office value of the film, Abe Frankl, professional head of Famous under Lou Diamond, in Par's home office, put in a couple of weeks' intensive exploitation on 'Cocktails,' to the degree they heard it more often clear across the Continent in Hollywood (via the radio).

Thus, while the picture was still being cut, an added and more elaborate scene, costing \$40,000, was shot to play up 'Cocktails.' Frankl's judgment sustained, Paramount new ships made-on-the-spot disc recordings of all the forthcoming tunes from future releases still in production to Famous Music in the east. These disks, recorded by Nat Finess of the Par studio musical head, or perhaps vocalized by the talent in the picture or some local radio songsters, are repeatedly played over and over by the Famous Music eastern bunch and their opinions on the value of the tunes respected by playing up the production value of anything that is voted more worthy of production embellishment.

Paramount recognizes that this method is to the best interests of its film musical productions primarily, and secondarily to the songs.

Warner Bros. group of music publishers likewise maintains the eastern-western accord. Head of the WB eastern music interests makes periodical trips to Hollywood to co. production and lend his assistance at the source.

Jack Robbins, on behalf of Metro, tried that but it never worked through the Metro studio bunch having its own ideas on song values. This has become a sensitive situation between both coasts although, when occasion arises, the Loew-Metro interests (owning 51% of Robbins Music Corp.) tell Robbins to give it the gun and put over certain songs just for ballhole purposes of the pictures.

Since the ideal arrangement might be that the east-west co-operation, Paramount is asking Frankl of Famous to come to the coast next month. Meantime it has shipped him the disks on the new Rodgers-Hart score for 'Mississippi,' which won't be ready for the cutting process until December. This enables the New York end to thoroughly weigh the merits of the song material and make its recommendations.

Brunswick Records has signed-upted Hal Kemp, Ted Fio Rite and Anson Weeks to new contracts on an exclusive basis.

Decca Heeds Trade Protests; Drops 50-Cent Idea for 75c Recordings

Decca's thought of a 50c retail price for its disks brought a flock of dealer protests from the trade opposing cut-rating from the standard 75c disk price for big league recordings. Accordingly, it will be the latter although officially not set until Edward (Ted) Lewis, chairman of the board of Decca, and managing director of the London Decca, got into New York last Friday (24).

Decca's first releases will be Oct. 1, a fortnight ahead of schedule, as originally Oct. 15 was set as the merchandising date of the initial catalog. This will include Crosby, Lombardo, Ethel Waters, Mills Bros., Casa Loma, Dorsey Bros., Victor Young and other artists, most of whom are recognized as having been switched by Jack Kapp, prez of Decca, away from Brunswick at the time he left that company. Leopold Spitznagel is also making a series of standards and operatics for Decca.

Brunswick, in view of this star-raiding by Decca, has been intensively fortifying its own roster of radio and record artists.

Shultz Chi Head

Chicago, Aug. 27. Decca has appointed Schlimm Shultz as manager of the Chicago phonograph record sales and distribution office. Shultz was formerly in charge of Brunswick sales here. Also in the new organization, which is expected to be in operation by Oct. 1, is Paul Cohen, who comes over from Columbia phonograph.

Dick Vogway is busy at Decca recording studio at present turning out the new catalog. Is platterizing Noble Sissle, besides a number of hill-billy discs, such as the Texas Drifter and others.

Jack Mills has taken over 'I'm Getting Sentimental Over You' from Exclusive Music, Inc.

They Hope

The return of the convert change as a means to keep away the rabble, and a reaction away from the big cabaret-restaurant ventures, is a premonition by vet cafe men who are fearful of the epidemic of converted theatres now gone nitery.

After the bargain entertainment has run its course, say the colored men, the quiet retreats with more conservative talent and less hectic atmosphere are due to catch on.

Consider Casino Policy for Dark Theatre on Coast

Hollywood, Aug. 27.

Warner is mulling one of those cabaret-theatre policies for their darkened Western on Wilshire Blvd. and Western Ave. Ground leased includes one of those pre-repelled clauses specifically against likker on the premises. The California statutes also are such that likker sellin' even though legal, has its complications.

Lawyers are working on the idea, however, to secure modification. WB figure it's an out for a long dark house.

Louis Bernstein returned from Europe last week without having tied up the American rights of a single Continental tune.

Cliff Whitney on Coast Tagging London Talent

Hollywood, Aug. 27.

Cliff Whitney, the so-called 'Ziegfeld of London,' is here with Kathryn Hayden, English music writer, to line up talent for Dorchester House and other London night spots.

They expect to engage around 50 artists for floor-show spots.

Frankel Broaches Par Takeover of Kornheiser Firm

Alto Frankel, managing director of Famous Music, is trying to sell Lou Diamond, Paramount v.p. over the film company's studio subsides, the idea of subsidizing Phil Kornheiser's indie publishing company as a branch of Famous.

A vet of Tin Pan Alley—for 25 years with Feist and growing with latter firm into the top professional man up until Leo Feist's passing some three or four years ago—Kornheiser has been sporadically engaging in indie music pub ventures on his own. He has had little success in the main, including the current Kornheiser-Schuster publishing venture.

Sid Kornheiser, Phil's son, is working now for Famous. The idea of Kornheiser, Sr., becoming a subsidiary affiliate of Famous is still in the nebulous.

MCA HEAD SETTING 'FOLIES' N.Y. DATE

J. C. Stein, head of Music Corp. of America, in New York for a few days setting the 'Folies Bergere' for Broadway this winter. Hopped out to Detroit over the week-end to set George Olsen-Ethel Shutta and hand into the College Inn, Chi. opening Oct. 1.

Billy Stein of MCA also in New York on biz.

Shayne and Armstrong Sue Club on Cancellation

Chicago, Aug. 27.

Shayne and Armstrong have filed suit against Elsie Rothchild of the Chez Paree in St. Louis for \$225. The claim is that they were given a contract to play two weeks, but were cancelled after the first night and given only \$25.

Attorney is Phil Davis.

Capetown's Jazz Boom

Capetown, July 29.

Durban (Natal) has a big demand for jazz players. This has given work to every unemployed musician in the town who lost their jobs when talkies came in.

There are five orchestras playing around the leading cafes, and the demand for dance bands is greater than the supply. The rate of pay is lower, however, than previous to the depression.

Duchin Platters

Chicago, Aug. 27.

Edith Duchin orchestra got some tunes in wax at the Victor studios here last week.

Platterized six sides.

Paul Pendavus orchestra goes into the Congress hotel in Chicago Sept. 6 for an indefinite stay.

Emil Coleman will reopen at the Plaza, N. Y., on his return from the Palm Beach Casino, Cannes, France.

Ozzie Nelson goes into the Hotel New Yorker Oct. 5.

Art Kappel orchestra returns to the Bismark hotel in Chicago Sept. 13.

Enoch Light replaces Ferdie Grofe at the Chatterbox Inn Sept. 6.

Tin Pan Alley Reverses Self

Radio, as Song Killer, Disappears—Now Seek Maximum Plugging

Would Ban Rah-Rah Bands

Minneapolis, Aug. 27.

State Federation of Labor, at its annual convention, adopted a resolution urging federal subsidies for bands and orchestras to give employment to idle musicians.

Body also went on record in favor of legislation to forbid high school and college bands and orchestras, which are tax-supported, from accepting any engagements "favoring of commercialism." It asks changes in the ERA program to permit musicians to do musical work.

Music publishers who heretofore have been hollering that it would be best for their business if the radio plugs were restricted and a song built up to a certain pitch and then permitted to ride along on its momentum, are now squawking because of John Royal's new edict to enforce at NIS that very thing. Royal is of the opinion that new song material should be included in programs up to a certain point, but that when the multiplicity of plugs run over 25 on the week, the song should be restricted to but one network performance a night.

Now the pubs argue that's further going to kill off their business. The new theory is that it's now a business of quick sales; songs must be quickly moved off the shelves else they will be snowed under. Furthermore, it is argued, statistics prove that songs that sell well do so despite the overabundance of plugging, and that no thing exists—too much other bally can't hurt songs these days. That the more they're pounded the better.

This is so much of an about-face on Tin Pan Alley's past sentiments that the chain execs are said to have expressed themselves "aw nuts!" to the whole situation and determined to handle their own business as best suits themselves without further consideration to the pop music end.

New Mil'kee Society Asks Ban of Juve Fan, Shawl Dancers

Milwaukee, Aug. 27.

With their purpose the elimination of juvenile entertainers from night clubs and cabarets, a new purity league has been organized here and named American Minute Men. Demands have been made by the league on Municipal Judge Max W. Nohl to call a grand jury session to investigate conditions in the city.

According to the Minute Men, children are being used for entertainment in many of the hole-in-the-wall cabarets that sprung up with repeal. They specifically point to one spot where they claim they found two girls, 14 and 15, doing shawl and fan dances. A girl of 14 dancing in a suburban spot also discovered in a suburban spot.

City laws prohibit use of kid entertainers, except during vacation periods, for any theatrical work. Only through special permit by the mayor can children perform during the school year.

MG Signs Lane, Adamson To One-Year Contract

Burton Lane and Harold Adamson head for the Coast and a Metro songwriting contract in three weeks set for one year.

Robbins will publish. Heretofore the team was with Berlin's.

Why people go to Brooklyn. Of course, it's just to hear

EDDIE LANE

and his superb orchestra playing from the Roosevelt Ballroom and broadcasting via WOL.

Eddie's library includes

"I SAW STARS"

"A NEW MOON IS OVER MY SHOULDER"

"WHAT ABOUT ME?"

"LOST IN A FOG"

ROBBINS
MUSIC CORPORATION
799 SEVENTH AVENUE
... NEW YORK ...

Floor Shows on Chain Basis

Meyer Davis Adds New Department to Cut Entertainment Costs

Bobby Sanford, Famous Broadway Producer, Now Affiliated With Orchestra Magnate



Meyer Davis

from additional sales of food and liquor within a reasonable length of time.

Some can afford no more than an orchestra and a singer. Others may find it a profitable investment to employ star attractions, an ensemble of girls with gorgeous costumes, dancing acts, a master of ceremonies, etc. and pay for the writing of special material and songs. But regardless of the amount involved, capable assistance should be obtained before the expenditure of a single dollar.

Chain Floor Shows

A money-saving and patronage-building plan which will be put into operation this fall is the routing of unit floor shows on a circuit of ten cities; the shows to appear at only one establishment in each city. It is obvious that the cost will be much less than if each participant were to build individual shows several times during the season.

Producing Company Formed

To better care for the floor entertainment requirements of his increasing number of clients, Meyer Davis has expanded his facilities by organizing the 20th Century Enterprises, Inc., which company will produce and manage the chain floor shows as

well as all other entertainment units.

The choice of Bobby Sanford as production supervisor was made after a thorough canvass of the eastern theatrical field and it is an assurance of the continuation of the high standard upon which the well-earned reputation of Meyer Davis' other activities has been built.

Bobby Sanford is the producer of the famous Showboat-on-the-Hudson (New York City), one of the most profitable floor show ventures in this country. Sanford devised and staged the recent Joe Cook musical shows, "Fine and Dandy" and "Rain or Shine." He produced the stage shows for the Paramount Deluxe Theatres for fifty-six weeks. He produced shows for the Shoreham Hotel and Club Michel in Washington; the Hollywood-Stratford, Philadelphia; the Sun and Surf Club, Atlantic Beach, and many more.

Correspondence Invited

Since correspondence and inquiries involve no obligation, why not ask what might be done to improve your entertainment situation? There are a number of available plans, some of which might be particularly adaptable to your needs and pocketbook, no matter where you are located or whether your problem involves the expenditure of One Hundred Dollars a week or Ten Thousand.

The address of 20th Century Enterprises, Inc., 14 East 48th Street, New York, N. Y., Telephone Plaza 3-8520.

(Advertisement)



Bobby Sanford

MINOR and ROOT

CASINO
DEAUVILLE
FRANCE

Whole Bill Threatens to Walk When RKO Col. Orders Midnite (5th) No-Pay Show Opening Day

An uprising by the entire bill backstage at RKO's Coliseum, New York, nearly resulted in a walkout on the 18th Street theatre's first day of its return to vaudeville Saturday (26) after two years of straight pictures. The acts entered a concerted objection to the last-minute addition of a midnight show on top of four regular performances during the day.

The acts declared they were booked with the understanding they would do four shows Saturday. At the theatre they were told it would be five or else, and no pay for the midnight show.

H. H. Emde, division manager in charge of the Coliseum, and Arthur Will, booker, were called in when the acts threatened to walk. They managed to round up the acts' various agents and, with a little persuasion, the agents convinced their acts that it would be a good idea to do RKO a "favor," despite the fact the acts had reported at the theatre at 9:30 that morning for opening day rehearsal and would be required to hang around the theatre till around 2 the following morning, and with four more shows to do on Sunday.

Acts were Vic Oliver, Fats Waller, Gilbert Bros., Murray and Sinclair Sisters, and Stone and Lee. Their objections were based on the fact they were playing the date for apples.

Coliseum was one of several RKO New York houses opening with vaudeville over the week-end, all on short budgets. Coliseum originally intended to play five-act bills for four days weekly for \$500, but when the booking office found that they couldn't buy shows at that money without violating the code the ante was raised a little. Code minimum is \$7.50 a day.

ELLINGTON LOEW'S 1ST POLI TIME ATTRACTION

Duke Ellington will do four consecutive weeks along the Poli trail starting Sept. 7.

Band's opening date is Bridgeport. Other towns stipulated in the route are Worcester, New Haven and Hartford.

Ina Hutton Ork May Get 20 European Weeks

Irving Mills has a deal on for Ina Hutton's all-girl band to do a 20-week European tour starting in November. Eight weeks would be consumed in playing theatres in Britain, and the balance of the time on the Continent.

Harry Foster's office is agenting on the other side.

Pomeroy & Earl Bankrupt

Vaude producing firm of Pomeroy & Earl filed a petition in bankruptcy with the New York Federal Court last week. Attached schedule gave the liabilities as totaling \$16,968, and assets \$1,995.

Papers described the petitioners as Chester A. Pomeroy and Josephine Ehrlich, also known as Jack Pomeroy and Josephine Earl.

Fisher Back

Fisher, Detroit, full-week stand, resumes vaude Sept. 14, playing five-act shows on an average budget of \$3,500.

Lawrence Golde of the Wm. Morris office is again booking the spot.

MILLS BROS. RETURN

Mills Bros. are slated to come out of summer retirement immediately and, after doing a gastro for Fleischmann's Yeast and some recording for Decca, go on a tour of Paramount theatres.

First stage date takes them into the Chicago, Sept. 7.

Unlicensed Sidewalk Agents Underbidding Legit Loop Agencies

Chicago, Aug. 27.

Regular bookers and agents are beginning to squawk again about the growing number of curbstone bookers without the license to book. Checkup has shown that in front of only one of the buildings that has show big offices there were between 10 and 15 unlicensed bookers waiting on the sidewalk to grab off acts as they came out.

Method they use is to line up a list of cafes and underbid. Due to the fact that they have no overhead expense, and not even the \$55 fee for a license, they can quote lower prices than any regular booker. It's only a cinch after that to grab off a few acts that have been going around to the offices and to get them to consent to a quick book. Most of them are one-night jobs, anyhow, but they have been cutting in noticeably on the licensed offices.

Commissioners claim that they can't catch them, due to the fact that they're on the book and, as soon as they think they are being watched, just amble down to the next block.

Loew's Academy Buy Will Revive 14th St. Opposish

An opposish vaudeville battle on 14th street, New York, for the first time in more than three years is due as a result of Loew's 50% partnership buy into the Skouras Bros. Academy of Music. RKO had been booking the Academy under Skouras' operation in a pool arrangement which kept stage shows out of the nearby RKO Jefferson.

It is expected that with Loew booking the vaudeville at the Academy, commencing Friday (31), and the former friendly relationship off between the Academy and Jefferson, the latter RKO house will be forced back to vaudeville.

RKO's agreement with the Skouras expired last month, but RKO had been retained as booker on a week-to-week basis until the Loew buy was consummated late last week.

Academy gives Loew its first downtown New York vaudeville house since the one Delancey St. went picture a couple of years ago. Loew will book five-act split week bills, similar to those supplied by RKO.

Chi Rialto Vaude

Chicago, Aug. 27.

Vaude opens at the Aaron Jones Rialto this Friday (31) on a split-week policy. First half bill has Charley Riley, Raymond and Ann Pickard and Seal, Billy Farrell and Dad, and the Clifford Payne sextet. Second half has LaMarr Trio, Edison and Louise, Andrews, Ullie and Clark and Barney Grant comedy.

Show will change on Mondays and Thursdays after the opening week.

Henry Slate's Dual Op

Slate Brothers were unable to open at the Orpheum, Brooklyn, last Friday (24), when Henry Slate was stricken with acute appendicitis. Diagnosis also disclosed a strangulated hernia. Dancer was brought to New York and reported on by Drs. Leo Michel and Norman Taube at the Medical Arts hospital.

Monday his condition was reported favorable.

Dorothy Douglas' Tough Breaks Pursue Her

Dorothy Douglas is still on a merry-go-round of tough luck. Recently she was released from a Springfield, Mass., hospital, where she had been convalescing since an auto accident last November. Two weeks ago she fell in Zaneville, Ohio, and suffered multiple leg fractures, now in the Bethesda hospital of that town.

Miss Douglas had just completed a date at the Imperial theatre in the Ohio town when she took the fall. Others in her act are Douglas Wright and Shel Kelsey.

VAUDE IN SIX SINGER SPOTS

Chicago, Aug. 27.

Mort H. Singer circuit splurges with vaude starting on Labor Day week-end. Vaude goes into five midweek spots and a sixth is practically set.

Vaude goes to Cedar Rapids for two days, Sioux City three days, Minneapolis a full week, Davenport three days and Kansas City a full week. St. Paul is on the fence and figured to go flesh by Sept. 15.

Par, N.H., Stageshow Try

New Haven, Aug. 27.

Paramount will take a fling at stagefare Sept. 7 after lapse of a couple of years. It's an experiment to see what will happen. House will build its own unit here and add two or three standard acts. Hearney Walton, ex-m.c. here for several years, is being brought in from the Coast, and Henry Busse, former musical director, will be back in the pit for the tryout. Additional bookings hinge on outcome of this bill.

Reviving 'Cocktail'

Rae Samuels' 'Cocktail Hour' unit is being revived by Marty Forkins for the new season. Reopens Sept. 6 in Scranton, Pa., going from there to Wilkes-Barre and then Binghamton, N. Y.

Dancing 'Honeymoons', George Choud's minnie revue, reopens Sept. 3 in Scranton. Helene Denison is featured in this.

Inside Stuff-Vaude

Almost an explosion last week between Eddie Sherman, indie booker, Ferdi Simon, RKO agent, and Lester Cole, of Lester Cole and Texas Rangers. The fireworks resulted when Cole refused to accept a week at the Hipp, Baltimore, starting Aug. 31, and Sherman's alleged dictum that unless he went through with the date agenting by Simon, he (Cole) would be out of luck.

That came over the phone and five minutes later Cole was in Sherman's office. Sherman, however, declared that Simon said it and he relayed it, but a visit to Simon's office drew another denial, giving Cole a Mexican standstill.

Cole claims he didn't okay the date and, anyhow, his playing the theatre would nullify the possible settlement of the suit pending against Jerry Rappaport's Hipp and Sherman, its booker, by John Hickey and Harry Anger, producers, for the cancellation of the 'Words and Music' unit last June. Cole is a member of the minnie revue and a settlement via a substituted week this fall would be impossible were Cole to play the house previously as an act by himself.

At the time of the cancellation of the units, Hickey & Anger tried to withdraw from the date a few hours before Rappaport announced the closing of the Balto theatre for repairs. They were refused, and as they charged later in a hearing before License Commissioner Paul Moss, lost a week offered them by another booker.

Sherman also sought to book Herman Hyde, another act from the 'Words and Music' outfit, for the same show, along with Cole, but Hyde also declined.

Recent action of the Chicago Daily News in belatedly giving the show angle the preference in its stories of the fair is reported to have been a direct outcome of various news stories in Variety regarding the harm done attendance by stressing the educational value of the fair and slighting the amusement features.

Fair finally decided to give the concessionaires their chance in putting the midway over and the newspaper is following along the same lines in the hope of retrieving business through the one appeal that is potent with the tourists. Last year the fair-dance did more than all of the educational exhibits combined to draw business. It suggested the attendees could find entertainment of an appealing sort. This year concentration on culture constricted the concessionaires' style and created the impression that the local state fair probably would be more entertaining.

The 'Nijinsky' beat seller, and a sudden wave of bullet-mindedness around New York, influenced Louis K. Sidney or looking the Fokine ballet for the Capitol, N. Y., at a reported \$7,000 net on a direct booking with Michel Fokine.

Loew house reports a new type of picture house audience for the time despite that act in defiance passed by the Nijinsky connection.

AFA Would Set Up Own Board Of Arbitration for Vaude Actors And Bookers with Political Help

A.K. Star Unit Cast Is Set, but Without Leonard and Scheff

Fred Bowers-Irving Tishman's old-timers' unit, as finally set, will consist of Blanche Ring, Jack Norworth, James Thornton, Jenn Schwartz, Maude Nugent, James Kendis, Harry Armstrong and Maude Lambert (Mrs. Ernest Ball). Eddie Leonard and Fritz Scheff had been mentioned for the show, but won't be in it.

Bowers, besides owning the unit, will m.c. Tishman is producing.

Actors Federation of America would like to secure the co-operation of circuit and indie vaudeville booking offices, as well as civic law enforcement bodies in New York and elsewhere, for the setup of a permanent arbitration board whose power would rival that of the Joint Complaint Bureau which formerly functioned for the Variety Managers' Association and the NVA. AFA has lately been arbitrating, and getting redress in some instances, on infractions of vaudeville contracts between theatres and its act members, but has not been recognized officially by the circuits, nor has it yet notified the circuits officially of its existence.

According to the rough plans for an Industrial Theatrical Council which it would set up, the AFA, with the backing of the musicians and stagehands unions as a member of the Four A's, thinks it could take steps when necessary to enforce a decision.

Action against those theatres which renege on a contract, or don't live up to the full terms of a contract with an act, would run along the same course as the old VMA-NVA arbitration board, but, if failing to recognize a decision by the AFA's arbitration body, the theatre may face a walkout of all vaudeville. That, at least, is the AFA's ambitious idea.

NRA Complaints. So far the AFA has made numerous complaints to the NRA on infractions of the vaudeville code, and in Detroit and Boston recently brought the Labor Compliance Board's attention to the fact that there were frequent violations of the minimum salary clause in the code in those territories. Vaude and club bookers in those towns were brought up on the carpet by the NRA.

Vaudeville has been without a recognized arbitration board for over two years, since Major J. O. Donovan was let out by the defunct VMA. Henry Chesterfield, of the NVA, arbitrated a few cases on his own, but could not cover the field thoroughly as many actors did not figure on getting a 100% break through an NVA ruling.

AFA is submitting a questionnaire to all club agents, asking for their views on what constitutes ethical relationships between the reps and actors, in hopes that the agents may know the definition of 'ethical', whether the agent or the cabaret should be responsible in case of non-payment to an actor, whether agents should be forced to post a bond, and if so how much. A similar questionnaire will be submitted to the vaude agents after the returns come in from the cabaret reps. Later the AFA hopes to set up a working agreement with all agents.

'LIVING JEWELS,' VAUD'S OLDEST FLASH, REVIVING

After almost two years in the warehouse, 'Living Jewels', one of vaude's oldest flashes, resumes Friday (31) at the Albee, Brooklyn, opening cold. Song-flash was first produced in this country by the late Meyer Golden. His sons, George and Maurice, are doing the reviving. First production of 'Living Jewels' as a variety act was in Europe in 1897.

Harris Joins Morris

Chicago, Aug. 27.

Will Harris, producer with B. & K. for 12 years and then with the Palace for its experiment with presentations, affiliating with the Wm. Morris office.

Local Morris office changed last week from its old quarters to the former Paramount site in the Butler building.

DIAMOND IN MIDWEST

Chicago, Aug. 27.

Midwest shifts to the fully Diamond booking office as showing spot. Will show three acts on Wednesday.

NEW ACTS

LEROY SMITH ORCH. (21)
Songs and Specialties
25 Mins.: Full (Drapes)
Palace, New York

LeRoy Smith, colored maestro, antedates the Ellingtons, Calloways and other leaders of his race by a good many years. He's been out of the picture for a long while, so long, in fact, that in returning he's practically new once more.

Smith's comeback turn, as exhibited at the Palace this week, shows distinct possibilities of developing into excellence, but it now seems rough-edged and uncertain. Polishing is obviously needed and too bad the polishing process is taking place at the Palace and similar houses. For after the Palaces are played and the act is finally in shape, what else will there be to play?

Apparent Smith intention is a decided departure from the regular colored stage band formula into the realm of class. How wise that may be can't be told yet, for the class attempt is restrained by insertion of routine hot-cha that confuses the issue. In its present form the act is neither class nor lowdown, but rather a combination of both, and not a good blend.

In the specialty section are three turns, among them the standard dancing single, Jazzlips Richardson. It's the same Jazzlips who used to do a five-minute act and 15 minutes of encores in the picture house presentation days, but here he's down. Others are three boys who wear snappy full dress suits and toppers but show surprisingly little dancing merit for a colored hoofing trio, and a singing girl who is 'different'. By 'different' is meant that instead of the usual and expected coon shouting this girl sings such pieces as 'When Is He Done' and 'Black Eyes', latter in Russian. She's not bad, but whether that justifies her slowing down an otherwise fast act to a slow waltz is a question.

Because the specialties take up so much of the 25 minutes the band doesn't do much on its own. But in its own brief moments the 15-piece outfit struts some admirable arrangements, while its music denotes expert direction.

Bigs.

3 VICTOR GIRLS

Acrobatic
5 Mins.: Full
Orpheum, N. Y.

Three ferns in an exceptionally fine novelty that embraces ironjaw and neck stunts and gyrations on a parallel-bar perch. Two of the girls work as supporters for the third, who, besides doing most of the twirls and other acrobatic work, also essays a bit of dancing while her partners take a breather.

Besides doing their routine with unusual finesse, this trio looks very good. Two of them are blondes and the third a brunette, dressed well in white, spangled skirted tights. There's actually nothing new in their tricks, but it's the way this combo delivers that counts.

Drew a big hand for an opener at this spot.

'FATS' WALLER and BEALE

Singing
18 Mins.: Three
Coliseum, N. Y.

This is two radio acts merged into one for the purpose, both 'Fats' Waller and the Beale Street Boys (4) having their own sustaining stints on the Columbia network. Plenty of vaudeville as a combo, although the sweet harmony quartet still needs some audience experience. Wall, however, is tried and true and at home on the boards.

Beale Streeters work almost as a separate act even on the stage, doing their singing in front of a mike on the opposite side of the stage from where Wall, also in front of a mike, delivers his hot ivory-tickling and singing. He has the happy personality bound to sway most every audience, while the quartet is highly business-like, having their minds on nothing but the p.a. and their vocalizing. Waller gets a number of laughs through mugging, the stature which gave him his nickname and the tiny derby perched atop his large head.

Vocally they're all there, the quartet going especially strong with 'Revival Day', while Waller's biggest moment comes in playing and singing four or five hits of his own authorship.

In the middle spot of a five-act here and show stopped solidly.

HERBERT, LYNE and PERLE

6 Mins.: (Full) (Special)
Orpheum, New York

Herbert, suspended by his teeth, supports one of the two girls, back down by his feet, while spinning. One of the girls makes the announcement that he is the only artist of his kind able to support the weight of another besides his own in this manner. It certainly is an exceptional feat.

Herbert does plenty of weight supporting in one way or another during the six minutes of the act. He hangs suspended from a trapeze either by hands or feet supporting spinning girl law artists in various whirling formations.

Bars are covered with red cloth against black cables, making an effective contrast, while performers are clad in white, the girls in sequin leotards. The good staging of the piece and the effective tricks which must have taken long to perfect indicates that the act isn't new, although not in the file.

Opener here and an easy winner.

Shan.

June CARR and Harry MARTIN

Comedy
12 Mins.: One
State, N. Y.

June Carr formerly worked with Dave Schooner and Martin with Mills, Kirk and Martin. With the stooging support of Phil Seed they have fashioned an arrangement of nonsense, comedy aerobatics and sight bits that while striking no new trails in mirth, deliver a nice total of laughs.

Highlight is Miss Carr's slapstick burlesque of Sally Rand of the fan, beneath the plumes she is attired for rough-house purposes in an oversize winter union suit. It's very funny briefly.

There's a hodge-podge of half-suggested serious talents snowed under by a bank of unadulterated custard. Okay next-to-closer.

Land.

LILLIAN CARMAN
Songs
9 Mins.: One
State, N. Y.

Offstage microphone announces prior to the lady's first entrance that she is a protégé of Al Segel. That probably means something at the State, Palace, or other Broadway houses, but it is debatable for the Met, Brooklyn, or Valencia, Baltimore. Which isn't important one way or the other.

Even from the last row of the State Miss Carman impressed as a future rather than an immediate hit. That should be accompanied by the statement that she had no trouble holding the audience and eliciting sizable milt response.

There was an undeniable malleable ring to her singing. Perhaps the mike is to blame for this deduction. One-third of her torso is hidden from view by that gab-tube. Set up and working entirely as a microphone-hugger, judgment on the inherent qualities of her vocalism is difficult. She is the creature and perhaps the victim of engineering under this arrangement.

Clever she is with her hands, mannerisms, and style. She has such a good voice, a good look, nice (form fitting white gown without contrasting color of any kind) and her manner is experienced and authoritative. But she still declines to say whether Miss Carman can or cannot sing. Or maybe she isn't supposed to be a singer. These ultra-moderns are hard to comprehend sometimes. Land.

UNIT REVIEW

FROLICS OF 1934

(CENTURY, BALTIMORE)

Baltimore, Aug. 24

This one was smothered by conglutinating the five standard vaude acts, adding a line of 16 Danny Dare lookers and served up cohesively as a unit.

At performance caught (first), opening day, a little stodginess in running was apparent, plus some atrocious trimming and deckhand dect work. Light plots could, and assuredly by this time, have been improved. Also, a new and more replete line should be conceived. Aside from these points, the show sports plenty of meaty entertainment, rounding out into a highly satisfactory 55 mins., punctuated by the trip-hammering of successive songs as delivered by the pipes of Joe Morrison, the twirling tootsies of Eleanor Towell, and the antics of Ben Blue.

Line girls inaugural: a standard, albeit acceptable routine in 'one', blazing way for Mangan International, troupe of men and women, tripping through a men and two together through melange of tumbling and teeterboarding. Nice backdrop carried off by an adroit and heighten impressive impersonation. Morrison follows, chanting four songs into mike. Little loud at show carried off. P. a. has probably been tempered appropriately by now. Does 'Last Round-up', which he initially bowed into prominence, and snagged surprising returns with. The act is relatively bewildered age of the piece. His closer, 'Love in Bloom', had him singing in a flaming red spot that should have been a more appropriate shade was unflattering to him and was further conducive to eye-straining the audience.

Line again inserted at this juncture for a crinoline-gowned routine against a nifty gaudy background. Best of line's efforts, and actually disclosed a few choreographic twists new to these acts, which is a welcome relief. Gals scamper and are followed instantly by Royce and Maye, ballroomologists. Team's terping was about o.k., but girl wore a half-veil hanging from hat that seemed baroque and unorthodox in such a setting.

Eleanor Towell followed in team's yank and whammered her performance. Her incompromisable strutting, enhanced by her sagacious audience-wise deportment, denied the crowd into delirium.

Ben Blue next, with first intimation of humor thus far, and hit stropheristic heights. Known here widely after his string of two-reel comedies for long, and his many stuff mid-sectioned 'em decisively getting him a near-salvo at finish. Girl and stooge assisted aptly.

Dave Line again in a madcap den writhe that, while backed by limousine, orb-opening act and beguoned beneficently, failed to fire completely. Two slow and tediously performed. Overlong, and which included line scattered and left stage to Royce and Maye, who returned for a last act, an expressionistic effort that didn't scale any appreciable heights for effectiveness. Left matters hanging very limply for a finish. Company ensemble with voice and color. However time-worn, would have been time-worn over the lone dance team on-rostrum shutting so plenteous and pretentious a parade.

'Hidont' (MG), the shadow feature this week, plus Metro-Tips, and an organ by Harvey Hammond. Big hit.

Among the Women

By The Skirt

Best dressed woman of the week:

—AVIS ANDREWS

Palace

A very small audience greeted the Palace show Saturday afternoon. Women were in the minority on the five-act bill. Phil Brown goes in an intriguing skating act with Thelma Brown. Miss Brown goes in for feathers on both her costumes. A diamond studded union suit has a skirt sprinkled with these gems, with an overskirt of white and green feathers. Sash of yellow and green. Second change a short skirt wired with tiny electric bulbs.

Peggy Ames wore a white dress fur-trimmed. Act with Artie Lewis was most amusing, with the help of a man in a box with an infectious laugh.

Avis Andrews, a singer with LeRoy Smith's, was beautifully gowned in a black and white satin print. Jet bands formed shoulder straps and earrings were also of jet, while a jeweled brooch rested at the bosom.

Plenty of Femmes

State theatre fared better than the Palace as to show and audience. Herbert, Lyne and Perle, a trapeze act, finds the girls in diamond-studded union suits with black trimmings.

Lillian Carman, another Al Segal find, and singing with the same gestures, wore a lovely gown of yellow silk. Skirt sported five ruffles, the same edging the armholes. Gold sandals were worn. June Carr, a little blonde bundle of personality, was in a short pink satin-frock-with-blue slippers. She changed for her roughhouse number to a brown satin dress with charruuse colored blouse. With Jack Denny, Florence dancing with her partner Alvarez, wore a brick colored satin made long and plain with no trimmings.

Ballet

The Fokine Ballet is doing three numbers at the Capitol theatre. 'Bodero' is the first. A raised platform in the center of the stage has a soloist in a gold ruffled dress and mantilla. On the stage proper are sixteen girls in full skirted dresses of shades of orange, red and corals, all with shawls. The men are in native Argentine costumes of black and gold and red sashes. The second number is 'Les Sylphides' with the whole company in white ballet costumes. This number reveals many fine dancers. The one man is in white tights and black velvet jacket.

Most picturesque is the 'Prince Igor' number. The scene is a desert camp. Very colorful are the costumes. The girls are in pants of silver, gold and bronze, with rose colored brassieres. Veils are shaded from white to blue. The metalic blouses of the men add to the picture. Nidinsky was appalled at the thought of playing the Palace in London. What would he have thought of playing a picture house with four shows daily?

A more serious picture should have been chosen to accompany this ballet. The Robert Montgomery opus is a light affair and mildly amusing. Picture is called 'Hide Out', dealing with the racketeer world. A night club is shown with the girls in scanty costumes and one number has the girls in long white satin dresses with three-quarter coats incrustated with sequins. Louise Henry makes a brief appearance in an evening gown and ermine coat. Maureen O'Sullivan as a rural school teacher is seen in several simple print summer dresses.

Best Dressed Detective

There is a picture now showing at the Rialto theatre called 'The Dragon Murder Case'. It is a bit of nonsense, but reveals what the best dressed detective is wearing. Warren Williams is the detective and with his white gloves and Panama hat is just too utterly captivating. Margaret Lindsey, the feminine interest, is seen first in a white satin belted evening frock. Dorothy Tree is invited to Miss Lindsey's home and arrives by motor, driving herself, in a light colored evening frock with cape. Miss Tree then shows a pair of black pajamas and a simple frock banded at the neck by a striped material. Another dark dress had a white material around a square neck. Miss Lindsey's last frock was of a light color with a bow resting upon one shoulder.

Mary Sunde Tour

Chicago, Aug. 27

Mary Sunde steps out of the local Star and Garter burley spot after a record run of 40 weeks as the prime feature and stripper of the house, to start an appearance tour throughout the country. Starts with the ace burley spots of the midwest and then heads eastward into New York.

Understood she has more than 50 weeks of time already arranged, and at the top salary of any burlesquer, which is reported to be \$550 weekly.

Lift Des Moines' Lid

Des Moines, Aug. 27

The dine-dance bar has been lifted here and 700 restaurants are happy. The State Legislature attempted to class 'any place open to the public where dancing is allowed' as dance halls, even though a restaurant license had been obtained and food it served.

Judge Russell Jordan, however, ruled that dine and dance establishments are not public dance halls as defined by state laws.

COAST BANDS SHIFT

Los Angeles, Aug. 27

Jan Grayson's orchestra replaces Hal Garber's combination at Catalina Island tonight (27).

Ben Pollock's band goes into the Cotton Club Sept. 7.

Both will be remoted over the Don Lee coast CBS network.

Aaronson Goes MCA

Irving Aaronson and his Commanders have broken away from Ed Fishman's band booking agency. Aaronson is going under MCA Corp. of America auspices.

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PRESENTING THEIR WHIRLWIND OF THRILLS

RKO PALACE, NEW YORK, THIS WEEK (AUG. 24)

Recently Returned from a Five and a Half Years Tour of Europe

Thanks to Our Friend and Representative DANNY COLLINS (RKO)

6-Day Circuit Set for 1st 8-Act Vaude Revue by Ill. Relief Group

Chicago, Aug. 27.

First show going out under the auspices of the Illinois Emergency Relief Commission is labelled 'Merry Mountebanks' and contains a roster of eight acts. It marks the first vaudeville bill ever arranged on the public works fund. Will play civic spots, the first being the Municipal Tuberculosis Sanitarium, hospitals, old age homes and schools.

In the first show are a black-face comedian of the minstrel days, a singing and dancing duo, a comedy sketch, a ventriloquist, Scotch comic and bagpiper, banjoist and monologist, and a juggler. Will be tied in at the finale with an old-time after-piece in blackface, 'Three O'clock Train'.

Through the Musicians' Union, the show is accompanied by a nine-piece orchestra. A route of six spots has been arranged, with the revue to play one night in each stand, making a once-weekly visit to every spot.

Dr. Simeon Wall is at the head of this project and is assisted by Walter Hawley, theatrical well-known and formerly chief of the NVA here, Henry A. Schueler and Emory Ettelson, formerly booking manager here for Orpheum.

LINCOLN MAY GET SHOWS

Lincoln, Aug. 27.

Vaude appears likely to go in the Stuart here on the intermittent plan and probably steady at the Orpheum, both dates on split-week basis. Both houses are on the J. H. Cooper string.

It's understood if satisfactory arrangements can be made through Omaha and Des Moines, the Stuart will take half a week of the Fanchon & Marco offerings. Plan for the Orpheum is regular vaude with an occasional second rate unit. Decision came after the carrying of the Sunday show vote.

Saranac Lake

By Happy Benway

Carmela Tomselle was the soloist at the Community Church, Lake Placid.

Jaquelin's, Saranac's leading dress shop, will be no more. Flashy store-shop now being sold out. Bill Morris, Jr., and Ruth Morris were co-owners.

Toni Temple, kind of picking up, moved from the infirmary department to the exercise ward. Little girl has been making a nice comedienne.

Edith Cohen, Brooklyn, N. Y., ex-N.Y.A. dancer, surprised the gang by appearing on the scene looking at her best.

Charles Libecap, of Dayton, Ohio, ex-lobby alder, shot in unannounced. He will vanish for two weeks, stopping up some of the hill-top scenes.

Russ Kelly, nursing a mess of bad bruises received while autoing. It might have been worse if Russ hadn't jumped.

Tiny Armstrong is in the General hospital with a broken arm.

Dr. Robert, of Baton Rouge, La., is ogling the lodge and his son, who is house medicine.

William Kelly (Billy Wyeth & Wynn) in from Philadelphia as a new talent.

Robert Henry (Warner Bros.) now all up and enjoying short exercise. Put on plenty of weight and did it in one month.

Jack Nicoll resting well minus five ribs. They stood the oper like a veteran and his mother has been bed-siding him since the cut.

Eddie Voss, now on his own, back to hand-tooling leather work. There are many patients who do very nice work in all lines, so why not give them a break?

Joe Dabrowski (Warner Bros.) in for an eye and check-up. Boy will bed it while on the observation list.

George Harmon, the san's wit and most popular patient, seems to be resting on the port side lately. That smile prevails despite a three-year bed siege.

Another bed sieger who ranks as high is Fred Bachman. Takes it all with a smile and swears that he will be producing another Ernie Young production soon.

L. A. Benoit, ex-hooper, now an apartment house superintendent, is passing out cigars. It's a seven and one-half-pound girl that makes me an uncle again.

Ditto to Dr. Warriner Woodruff, the medicine who cuts up all the show folks successfully, only the Woodruffs sport a boy.

Masters' Corn Show Date

Chicago, Aug. 27.

South Dakota's annual festival in Mitchell, the Corn Palace, has Frankie Masters and his orchestra booked for three days. Masters is also carrying along some people for one-night performances.

Winds up his road tour the end of September and he goes into the Palace Oct. 5.

Hall Back to Taft

George Hall returns to his old stand, the Taft hotel, N. Y., Sept. 8. He succeeds Emil Velasco.

Hall quit the Taft several months ago after spending four years in the one spot. Since his departure from the Taft he has been for the most part on tour.

Richards' New Office

Harry Richards, who split with Bill Roehm recently after a 20-year partnership, has connected with Max Gelforb in a new indie booking office in New York. Gelforb is from the Coast.

Comerford Time Opens

Wilkes-Barre and Seranton, Comerford spots, resume vaude on a split-week basis Labor Day (3). Pocked by A.B. Dow.

Fla. Starts Early

First winter resort booking so far is Carlos Molina and orchestra into the Miami Biltmore, opening Dec. 22.

Signs of Midwest Vaude Revival With Split-Week Time Reopening

Chicago, Aug. 27.

There are heartening rumblings of increasing vaude business throughout the midwest, and especially in those middle-sized towns such as Joliet, Peoria, Terre Haute, Sioux City and others of that type. Without vaude for some three years, these towns are now awakening to flesh in the most encouraging up-beat in a long, long time.

RKO is trying vaude in several spots and in all trials the Irish shows have clicked excellently. Surprising, also is the fact that the increase has been uniform throughout the week, in first halves as well as last halves. In Sioux City the Orpheum house has been grossing about \$4,000 a week with straight pictures. House went into a split-week policy on a \$1,200 weekly budget and on the first three days garnered \$4,600.

Great States is planning a big revival of vaude throughout its Illinois split-week territory. Is settling vaude in Peoria, Champaign, Springfield and other towns, booked by Dick Bergen. B. & K. is adding vaude into mahs spots which haven't had regular vaude in years. On Aug. 31 the Jones, Linkin & Schaefer loop Rialto returns to a split-week vaude policy at 25c top.

RKO Sets Three

Three additional theatres operated by RKO will take on week-end vaudeville according to new policies invoked for same following conferences between Nate Blumberg, Mort Singer, Jim Christies, and Morgan Ames, in Chicago, early this week. The houses concerned are from the Orpheum group, two of which are directly operated by Mort Singer.

It was also decided to reopen the Orpheum, Champaign, Illinois, Sept. 1, while the Mainstreet, Kansas City, another Orpheum spot, shifts Aug. 1 to single feature policy. The Mainstreet is one of the Orph spots

with which the RKO people have been having difficulty. RKO covers much back rent on the spot and owners of the theatre have been in New York recently attempting to collect. Looked for a time like the owners might take it back.

The Singer houses which will take on vaude include houses operated by him in Cedar Rapids and Davenport. Vaude will be spotted in these towns over Saturdays and Sundays, weekly. Additionally, the Orpheum, in St. Paul adopts a three-day vaude policy simultaneously around Aug. 31.

Blumberg returned from Chi on Monday after setting the policies for the spots.

New Acts

Douglas Leavitt and Ruth Lockwood, new act with seven people.

Bob Gordon, formerly of Gordon, Reed and King, with Sam Ostrow and Doris Kanihan.

Three Rhythm Queens, five people. Dave Kramer (6), with Frances McCoy.

NEWBURGH'S VAUDE

Newburgh, N. Y., Aug. 27.

Academy reopened Thursday (23) with stage shows and films. Henry Wilson is owner and Al Beckerich manager. Opening stage attraction was Gangler Bros. Circus.

Academy's opening provides opposition for the Ritz, which has vaude the last half.

Dubinsky Time Opens

Chicago, Aug. 27.

Barney Dubinsky house in St. Joseph, Mo., goes vaude for three days weekly, starting Friday (31).

Will play five acts out of the Billy Diamond office, Springfield and Leavenworth spots set to follow.

LARRY RICH, JR., PROVES SENSATION AT HIS PALACE DEBUT!

MR.
and
MRS.

LARRY RICH

"STAR OF VAUDEVILLE AND MUSICAL COMEDY"

Proudly Present to the 'Amusement World'

LARRY RICH, JR.

WEEK AUG. 31, RKO PALACE, CHICAGO

WHILE PLAYING THE RKO PALACE, NEW YORK (AUG. 17)

THE PRESS SAID

PALACE, N. Y.

Rich gets himself over nicely with the GAR bit. Pure hokum, but the sort that most audiences fall for. His kid singer knots them up for two choruses and the xylophonist nearly got an encore. Rich, was over nicely and his act is pretty clean.

VARIETY, CHIC.

The Billboard Palace, New York

(Reviewed Friday Afternoon, Aug. 17)

Larry Rich is in next-to-shut with his entertaining mélange, including singing and gags from Rich and horseplay from the stooges, one long and thin and the other amazingly fat, and both very funny. A girl also helps. Rich ends the act proper with his always effective old soldier characterization and then introduces Larry, Jr., making his debut this week, who sings a couple of songs into the mike. The youngster has a lovely voice and fine delivery and knows how to handle himself. Add to that his fine personality and anybody can understand why Larry Sr. is proud of him. The act clicked solidly and Rich could have show-stopped if he'd cared to. Instead he stopped the applause to introduce the next act.

EUGENE BURL

N. Y. Herald Tribune Palace Stage Show, N. Y.

(Monday, Aug. 20)

Larry Rich Leads Array of Comedy Acts op Bill

Larry Rich, aided by Larry Rich, Jr., Mike, Cherl, Dub Taylor and Tom Long, leads the comedy parade. Mixing a nostalgic scene from 'My Maryland' and the first appearance of his son at the Palace with some up-to-the-minute Broadway stage comedy.

G. F.

6434

R.K.O. PALACE TRACK

WINNERS AT A GLANCE

- 1 LARRY RICH JR.
- 2 SIMS & BAILEY
- 3 FOUR CARDS
- 3 SAMUELS BROS.
- HUNTER AND PERCIVAL

Direction—WILLIAM MACK and ALEX HANLON

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15 YEARS AGO

(From VARIETY and Clipper)

Actors' Fidelity League brought into being to combat Equity. Sort of company union. Didn't last very long.

Marcus Loew bought the corner lot Bway at 45th street, where State theatre now stands. Paid \$2,000,000. New York theatre, across the street, was then his show window. Owned by Paramount and he feared an ouster. Still owned by Paramount and leased by Loew, but double billing.

Arthur Hickman and his St. Francis (Prisco) orchestra came across country to make records for Columbia. Cost the phonograph company \$2,600 for special Pullmans. Hickman was forerunner of a new dance music style but a little too advanced just then.

Los Angeles theatres tied up by a transportation strike. Acts brought into town by auto. Electric roads on strike and steam men joined 'em.

Columbia Phonograph Co. shut its Bridgeport plant, employing 10,000 when strikers refused to give up strike. To remove to another city.

Burlesque joined the general tilt in admissions. Salaries had climbed and more money needed. Vaude houses already up.

Hippodrome reopened with 'Happy Days'. Off to a good start.

Pearl White, then leading film serial star, announced she would run for state assembly. Couldn't use her double, so she did not get very far.

50 YEARS AGO

(From Clipper)

Pat Gilmore readying for his music festival at Manhattan Beach. Had been playing there all season, as usual. First to use cannon in band numbers.

Wombold's menagerie, which had been popular in England for nearly 60 years, was sold at auction. Lord George Ronger bought an elephant only two in less shorter than Jumbo for \$500, but Wallace, a lion, drew double that. Later Wallace figured in a press fake at Huber's museum, but pretty dry by then.

Koster & Bial's music hall reopened. New curtain was a spread peacock's tail which folded up instead of being raised or lowered. Went into a trough back of the footlights.

Ernest Gye having dropped Met opera, the stockholders sent Dr. Leopold Damrosch (father of Walter) to Germany to see if he could form a Wagnerian troupe.

Haverly's minstrels come to an abrupt end in London when the Drury Lane closed the house to them on account of unpaid rent. An American in London backed him in a tour of the provinces.

Clipper published its annual list of fun dates, remarking that it was three times as long as it had been the first publication. About 1,500 events.

New York season started in mid-August with five openings on a single Saturday. Three more on the following Monday. One was Hoyt's 'A B-C-E-F-G'. Hoyt was coming along rapidly.

Inside Stuff—Pictures

Not satisfied with the surrender of independent producers to its morals code, under the penalty of losing box office accounts, the Hays office is now discussing ways and means by which its powers might be complete. Some of the Haystays are warmly advocating that the next step be the banishment of exhibitors who would seek legislative protection from Haysian trade practices.

The fact that such reports are allowed to emanate from the Hays office, in view of orders of strict censorship to the staff not to talk to lay or even the trade press, except through one channel, might also be of deliberate design to keep various independent organizations from carrying out plans of retaliation along these lines.

That indies these days have their best chance for reaching legislators' ears is admitted by major strategists, and because of that, conceded to be a real factor to fear during the 1934-35 law-making year. Heretofore, or in other years, indie threats to entreat Washington have seldom been really disturbing.

The church trouble, although alleviated, is not over, spokesmen aver. Among the lawmakers are many recruits and believers in a one-way cleanup of the screen—through the law. And Haystays are mindful of the temporary success of only a handful of exhibs in New Mexico last year when they got the legislature to wash up block booking and create a commission, even though the majors subsequently were successful in having this law invalidated by the Federal Court.

Educational Cinematography, the motion picture activity of the League of Nations, devotes much of its space to a handsomely done art insert apropos of the biennial cinematographic exposition in Venice. Pages are given to the directors and stars of the contributing countries, and someone with a sense of humor puts a picture of Joe Brown on a page with Jean Harlow, Mae West and Marlene Dietrich and captioned 'Sex Appeal'.

Lead page is given Will Hays, Darryl Zanuck, Frederick L. Herron, Joseph Seideman, W. R. Sheehan, Joe Schenck, and Jack Cohn, as leaders of the American industry, with a facing page for Samuel Goldwyn, Jesse Lasky, Harry Cohn, Ben Schulberg, Carl Laemmle, Sol Wurtzel and Emanuel Cohen.

In the entire section only Walt Disney and Boris Karloff rate pages to themselves.

Curious aspect of the NRA dispute between the grind operated Globe, on the one hand, and the receiver of the Roxy theatre, Howard S. Cullman, is that the evidence used against the Globe by Cullman came from Warner Brothers which was not a party to the complaint. Service passes allegedly used by the Globe in violation of the NRA principles came enclosed in a letter from the Warner home office to Cullman. The letter was written in support of Cullman's stand against Walter Reade's Mayfair, against which theatre Cullman had made a similar complaint as that made by him against the Globe, later. The Warner letter explained that WB had refused to sell product to the Mayfair, under infractory NRA conditions, and at the same time called Cullman's attention to the Globe by enclosing alleged service passes on the latter house.

Several phases of the difference between Paramount and the 12 banks in the negative hocking situation look to be aired and cleared Wednesday (29) morning before Federal Judge Murray Furiburt. Among other matters to be determined by Judge Hurlburt in the situation, which involves the status of the Par suit against the banks, is the question whether suit can go ahead on the original allegations that a preference existed.

Fact that Par is now under Section 77-B of the new Corporate Bankruptcy Act is held by certain bank counsel to thwart that claim. Another question to be decided is whether the Par bankruptcy counsel can examine officials of certain banks involved, as was sought before Special Master John Joyce last week.

Featured player under contract to one of the major companies, who has given the front office headaches several times with his elbow bending, hit the peak recently by forcing the studio to stop work on an important picture while he finished a drinking stretch.

Prior to the picture starting, head of the company called the player in, explained that the feature was one of the leaders of the fall program, but that he had enough confidence in the actor carrying through without falling overboard. Producer exacted a promise from the actor that the latter would stay on the wagon and not hold up the company during production. Player hit a rock hard through the schedule, and started on a prolonged bender, forcing suspension of the picture for more than a week.

Objection to the tipping-off of studio secrets is not new, though more and more the studios are coming to realize the damage done in fan magazines and the dailies through the exploitation of expositives. Back in 1907 Commodore J. Stuart Blackton, head of Vitagraph, told his publicity men not to reveal any studio kinks for the sake of a few lines in some paper. In those simple one-reel days there were not many secrets to be told, but Blackton (who by the way was instrumental in starting the first fan magazine, Motion Picture Story Magazine) felt that anything which disillusioned the patron was detrimental to the good of the pictures. Nowadays audiences murmur 'process shot' at many sequences which have cost real money to obtain legitimately.

A radiogram from Cohn L. Hermann and Carl O. Peterson, with Admiral Byrd's Little America expedition, thanks the film producers as follows: 'Admiral Byrd's Paramount Penguin theatre at Little America Antarctica announces the completion of a very successful winter season as the sun returns to shine on the world's most unique theatre. Admiral Byrd and members of the expedition wish to thank the following producers for loan of sound projection equipment which made the operation of this theatre possible and greatly relieved the monotony during the long winter night. Paramount, Warner Brothers, MGM, RKO, Columbia, Fox, United Artists and Universal.'

The straight picture policy at the Paramount, N. Y., is being carefully arranged. That no two pictures of the same thematic category follow each other is a specification in the arrangement.

Par execs figuring they have sufficient material for at least another two months. Bing Crosby's 'She Loves Me Not', it is hoped, will do three weeks after 'Cleopatra'. Then comes 'The Scarlet Empress', 'Now and Forever' is another which they think has a chance for three weeks and is due to follow 'Empress'.

After that the Mae West picture is slated to arrive.

Getting to be more and more a habit of the foreign departments of American film companies to handle their distribution independently of the home market. Thus a greater number of pictures is regularly being shown abroad even prior to release in the U. S.

'Cleopatra' had its world premiere in London at the Carlton, opening there the night before it pushed off on Broadway. 'Affairs of Cellini' (UA) is scheduled for opening at the Leicester Square, London, next Friday (31), although not yet set at a date in this side. Another example is 'Scarlet Empress' which was seen in London six months ago.

Report that counsel for Walter Reade objects to the proposed reorganization of the Paramount Building, N. Y., is erroneous. Reade was not

Inside Stuff—Music

Irvin A. Edelman, counsel for the Richmond-Mayer Music Co., is preparing to ask the N. Y. Supreme Court to dismiss the \$50,000 suit brought by George M. Cohan against R-M and its subsid, Paul-Pioneer Music Co., for the alleged unauthorized publication of the Cohan song folio. Grounds upon which Edelman is basing his motion are that the complaint does not state a cause of action and that the state court has no jurisdiction in this matter. Also named in the Cohan action is Fred A. (Kerry) Mills, original copyright owners of the tunes in dispute. In the same court Cohan has pending a similar but separate action, with damages of \$50,000 also asked, against the Robbins Music Corp.

In June, 1930, Cohan filed suit against the same defendants in the N. Y. Federal Court. Attorneys for Cohan several months later agreed to discontinue against Robbins, but let the case against Paul-Pioneer and Mills stand as it was. After the action had been shifted around on the calendar for two years, Edelman moved for dismissal and Judge Bondy granted it. Edelman had set up the argument that the Federal Court had no jurisdiction over an action based on damages for the failure to pay royalties following the sale of musical compositions and that the suit merely constituted an attempt to enforce a contract.

In both the State and Federal court moves Cohan has held that when Mills, now out of the business, assigned his copyrights to Paul-Pioneer the Mills concern was unable to meet royalty payments and thereby had breached its copyright claims to the Cohan songs. These were 'Give My Regards to Broadway', 'He's a Yankee Doodle Boy', 'So Long Mary', 'Mary's a Grand Old Name' and 'You're a Grand Old Flag'.

The barring of Ray Noble, British band leader, from America as a guest conductor is feared by American musical contractors, band bookers and the maestros themselves as likely to have dire repercussions in Europe. Since Noble was coming over with the express understanding he would not only employ a 100 percent American combination, but also pay for a stand-by leader and even recompense the musical contractor, music men feel that the American Federation of Musicians' official embargo on Noble is unwarranted. Noble is slated to reach here in October and was to have opened in the Stratosphere, the N. Y. RCA Bldg.'s niter on the 65th floor. Noble came to American attention via his Victor recordings released here from originals he 'canned' for His Master's Voice company abroad.

Joe Weber, press of the A.F.M., is currently vacationing in England and he has expressed himself as irrevocably opposed as a matter of policy, to any foreign musicians invading America. This despite the number of Ellingtons, Calloways, et al., who have recently gone abroad. The Music Corp. of America is also much opposed to the A.F.M. embargo on Noble. It is being said around that some misguided competitive dance maestros put in the works on Noble's American advent, one such pan supposedly emanating from a selfish desire to land the Rockefeller nite club engagement.

'Love in Bloom' and 'Blue in Love' have a certain sense of inverted similarity in titles. Both are published by Famous Music and one is being used as a stooge for the other. Idea, according to Famous' g.m., is to switch over successful bands, radio singers, et al., off 'Love in Bloom' (from Bing Crosby picture, 'She Loves Me Not') as a means to perpetuate its longevity, rather than kill it off too fast. Thus Abe Frankl of Famous urges 'Blue in Love' on the plugs, and tells 'em that while it's not a picture song and has no Crosby hookup, it's his running-mate plug song.

Incidentally, 'Blue' is an accident hit, if ever it becomes a hit. It's a tune which Frankl heard former Radio City Music Hall Assistant Conductor Leonardi play and was so taken with it he wanted to know what Leonardi called it. Original title was 'Daybreak'. Publisher Frankl called in Lyricist Joe Young and it became 'Blue in Love'.

Much Tin Pan Alley heat over the alleged continued violations by one publisher in the payment of bands, radio singers, etc. Despite the recent stringent pact against such violations for plugs, the practice is awkwardly being continued to the detriment of the rest of the music biz. The other music publishers aver that this will soon bring the Government in, because it's an NRA violation, to the possible dire results to all.

Rudy Vallee has taken Rudolf Friml, Jr., and Lucille Friml, children of the composer, under his wing as a semi-official manager and is pushing their unpublished compositions with the likelihood they will do some of the production tunes for a musical show Vallee has in mind for this fall or winter.

Friml, Sr., is now in Manila on a world tour and has expressed himself not anxious to father his children's professional interests, preferring they battle it out themselves as he had to do.

Rated as the likely top smash coming out of Hollywood since the finish of the screen musical cycle is 'Love in Bloom', from 'She Loves Me Not' (Par.) a Famous Music production. Within four weeks of release, the sheet turnover on this tune has exceeded the 100,000 mark. Week before last it enjoyed 16,000, 14,000 and 10,000-copy days.

Publishing trade figures that with the excessive plugging it's getting on the air the song should easily top 400,000 copies.

Twenty years ago 'They Didn't Believe Me', by Jerome Kern and Herbert Reynolds, was first introduced in the Broadway musical comedy, 'The Girl from Utah', and copyrighted by the T. B. Harms & Francis, Day & Hunter Company. It's being reissued today by the T. B. Harms Co., a subsid of Harms, Inc., and the company in which Kern owns a substantial portion of stock. Another old Kern-Harbach tune, 'Who?', from 'Sunny', is getting a great play and due for reissuance.

Involved in that situation, his claims in connection with certain of his theatres, which formerly had been operated by Paramount, in New Jersey, having been amicably settled some time ago. Parties exchanged mutual releases at the time.

Ray Goetz acted as intermediary for Darryl Zanuck in his efforts to acquire the name 'Folies Bergere' from Paul Derval in Paris. He has also started on a script for Zanuck.

Goetz has been optioning the Paris revue for many years as a matter of course, although he never came through with a production of it. Earl Carroll also had an option for a while, for which he paid cash, although he didn't pick it up.

Fox sales for start of current season appear to be highest in history of concern, running between 33 and 40% ahead over last season. Exchanges are serving 1,000 more accounts than in the past six years.

In addition to this added biz Sidney R. Kent, Fox exec, has drastically cut distrib. costs under the figure for last year.

Verne of pictures from Dances Remyon years still continues. Latest quotation for a Remyon story to a model is \$55,000.

Theater companies in New York are having difficulty with the publisher of a daily. Publisher has a miniature cinema in his back lot and the past few months he's been phoning all major companies asking them

(Continued from page 44)

Shuberts Forsake Idea of Dominating Legit Operation

Aspirations of the Shuberts to dominate legit by controlling most of the country's legit theatres have about disappeared. Brothers now figure on holding on to seven or eight houses for which they aim to supply productions. Other theatres on their books may be operated by the now familiar method of paying mortgage interest and taxes out of operating revenue.

When the depression hit show business it became apparent that the burden of carrying dark theatres was too heavy and the Shubert Corporation was bogged down with carrying charges. Really, rather than production, sent the Shubert company into receivership.

Then the Shuberts bought back the circuit for a trifle, compared to the original book value of the properties. It thus cost \$400,000 to get possession of a corporation which represented \$24,000,000 of capital at the time the Shuberts obtained a bond issue in 1924 and claimed control of approximately 75 theatres in and out of New York. Not all those houses were claimed to be Shubert properties, but the prospectus figured that many for possible profitable sources.

K & L, Too

Shuberts were on their way up when the former Klaw and Erlanger syndicate was on its way down. As the Shuberts built or acquired theatres their booking power became greater. But after making heavy money both as producers and bookers, the plug was pulled when the depress arrived. The late A. L. Erlanger and associates also went on a theatre building spree, ending up in a financial situation almost as bad as the Shuberts. Moral is that theatres are merely something to worry about, because without shows they cost money.

For that reason the Shuberts now appear content to merely hold their better properties. It is still a fact one success will carry several theatres which may not have hits or are dark. Shuberts are generally willing to operate houses other than their own properties provided it doesn't cost coin. The current mode of running theatres, with the banks getting an assignment of earnings and rents, seen to be the idea, with possible profits then divided.

J. J. Shubert is not very active any more. Lee Shubert is about convinced that a new kind of show business is on the way in. Particularly is he interested watching the development of the modern musical idea—dine, dance drink and show.

Shuberts have one property off their minds, that being the Winter Garden, which has been leased for cafe-show purposes for a 10 year period. While the lease is said to be a straight rent proposition, Shuberts will observe the way the project progresses with an idea of possibly entering the musical field themselves.

ALBANY LEGIT FOLDS; A TOUGH SHOW TOWN

Albany, Aug. 27.

Capitol theatre's summer play venture folded up suddenly after Judith Anderson had been scheduled to appear last week in 'The Shining Hour.' Rest of the cast had already been rehearsing for the play.

It was just another chapter in legit's failure to make the grade at the Capitol. Samson R. Diamond, sponsor of plays under the name of Endings Management, was reported to have gone to New York to seek additional financing. It was a combination of difficulties with the union stagehands, August weather and Albany's general antipathy to legit. Diamond was reported to have gone to New York City to seek additional financial backing.

Bond posted with Equity paid off the players. Union stagehands also got theirs, but a half dozen men who had been employed as stagehands prior to settlement with, and employment of, union men, haven't yet been paid.

Now the Capitol is being renovated in preparation for the opening of Supreme burlesque.

System

Cops have worked out a system for handling families attending the free shows in New York's city parks. Children are marshalled into the front and generally sit on the grass. For the most part the juveniles watch the performances with wrapt attention.

At the final curtain there is an unscrupling. Some kids are unable to find their parents. Cops then use the amplifiers.

Mrs. Ginsberg, step up and get your Montague; or Mrs. Callahan, your son, Cuthbert can be had; or Mrs. Gailo, please step forward and fetch Fortunio.

CANCEL CIVIC OPERA TO EASE STATE FAIR

Milwaukee, Aug. 27.

Fourth and last of the series of civic operas given free in public parks here and scheduled for tomorrow (29) has been cancelled. Home talent players were to present 'Robin Hood,' but called it off when State Fair officials complained it would interfere with attendance at the annual exposition.

Three previous outdoor operas drew around 175,000 persons.

City council has already voted to include opera costs in next year's budget.

Shylock in Modern Dress at Charlotte

Charlotte, N. C., Aug. 27.

Bert Bertram Players, summer stock company, are doing Shakespeare's 'Merchant of Venice' in modern dress this week at the tent theatre they are using here.

Bert Bertram is playing Shylock in a spotless white linen suit. Robert Stewart is doing Bassanio, the love interest, in flannels, and Mrs. Bertram (Rubea Raymond) dresses Portia in the latest style silks and chiffons.

Assisting the stock company are five members of the Charlotte Little Theatre, local amateur group. These are Walter Spearman, Henry Alexander, Charles Dudley and Harry Asbury.

VA. BARTER THEATRE CLOSES

Arlington, Va., Aug. 27.

This week marks the closing of the Barter theatre here under Robert Porterfield, founder and managing director.

Last week the troupe presented John Crump's 'He Knew Dillinger.'

Shubert, Mpls., for Pix?

Minneapolis, Aug. 27.

W. A. Steffes, president of Northwest Allied States and owner of the sure-seater World here and Shubert St. Paul, has taken a 10-year lease on the Shubert, 1,500-seat Loop house that has been the home of the Bainbridge dramatic stock company for the greater part of the last 20 years.

Steffes will make extensive alterations in the theatre but hasn't decided yet whether dramatic or picture policy will be installed.

Authors' Say on Casts Is Upheld In Victory Case

First test of the provision in the Dramatists Guild Basic Minimum Agreement, which stipulates that the cast must be satisfactory to the author, was determined by arbitration last Friday (24), the award being unanimously in favor of the writers of 'Dark Victory.' Play is the same one Alex McKalg has been trying to try out again for several weeks.

'Victory,' written by George Brewer, Jr., was first shown in New Haven last winter and then withdrawn for rewriting. Two weeks ago it was slated for trial at Ivoryton, Conn., with Katharine Hepburn and Stanley Kramer, but when the latter walked, date was cancelled.

Show was carded for Woodmere, L. I., Monday (27), but that date was also cancelled when Brewer and Bertram Block, who collaborated on the revision, objected to the cast and were upheld by the arbitrators—Herman Shumlin, Philip Dunning and Frederick Nixon. Two weeks' salary was paid the cast by McKalg, who retains possession of 'Victory.'

Young manager has advised Equity that his complaint against Ridges is in the nature of formal charges. He claims that the actor was regularly engaged for a stock engagement at Ivoryton. Case will be heard within four weeks.

GOOD BIZ BUT GREYNA PLAYERS FORCED OUT

Lancaster, Pa., Aug. 27.

A. E. Scott's Greytna Players fold Aug. 25. All efforts failed to extend lease on Little Theatre in the Woods.

Scott's group, doing eighth season at this stand, reports best business in past several years.

As season waned, Scott contacted Pa. Chautauqua Assn. and propositioned for an extra pair of weeks, but couldn't make it. Previous plans, Assn. officials told him, and forced the fold-up.

That Marx Guy, Again

Aug. 23, 1934.

Editor VARIETY:

There are only two things that ever make the front page in Maine papers. One is a forest fire and the other is when a New Yorker shoots a moose instead of the game warden. Last week, however, they not only had a story that made the front page, but overlapped right into the sporting section.

The story was that Groucho Marx had entered the legitimate, and sans moustache, black eyebrows, and insulsa as a dowager, had stepped into the Oscar Jaffe role in 'Twentieth Century,' and created a furore that hadn't been equalled since Mansfield played 'King Lear' in Portland.

When VAMERT arrived at the grocery store in Skowhegan, I quickly snatched it out of the grocer's hand (he was looking through the routes for the address of a fan dancer who had promised him one of her fans as soon as the season was over) and hastily thumbed it for the review. Well sir, you could have knocked me over with a copy of Harrison's Reports. There wasn't a line about it. To be sure there were many items of interest. There was a little gem that someone was optimistic and would try burlesque in Pittsburgh, there was a place about a girl trapeze artist that had sprained her elbow in Kansas City, and a back page telling the world that Joan Blondell always uses Lux after she has removed her cosmetic. But the important fact that I was keeping the drama alive in the Maine woods wasn't even in the obit column.

I realize that you boys are busy making book, but if you want to keep the theatre breathing it might be advisable for you to occasionally get up out of those barber chairs and inject some theatrical news into that so-called trade paper of yours.

Don't forget, gentlemen, Groucho Marx in the legit is an important theatrical event and certainly rates as much space as the review you gave to the opening of a cafeteria in Cedar Rapids.

In conclusion I want to say that on my opening night in 'Twentieth Century' the audience cheered for 20 minutes at the end of the first act, but for some reason or other never returned for the next two acts.

Respectfully Yours,
Groucho Marx

Younger Group Loses in Equity Referendum on Const. Amendment

BEHRMAN EXPLAINS

Stockbridge Cops Couldn't Figure a Playwright With So Much Coin

Stockbridge, Mass., Aug. 27.

S. N. Behrman, author of 'Biography,' here during the presentation of his play, 'Biography,' at the Berkshire playhouse, went for an auto ride. He stopped at a rural gas station for gasoline and tendered a \$20 bill. Gas man turned the bill over in his hands and then went into his shack. After some delay he came out and told Behrman he couldn't change it. A companion supplied the cash for the gas.

Later Behrman was accosted by policemen who grilled him for several hours under the suspicion that he was a counterfeit bill passer. Finally it developed gas man, when he went into his shack, had telephoned police and told them a man was trying to give him a phoney \$20 bill. He copied the auto license number, gave them to the cops, and then Behrman had to do some explaining.

RAYMOND MOORE STOCK INTO MARYLAND, BALTY

Baltimore, Aug. 27.

The Maryland, indie legit site, has snagged Raymond Moore's stock company, currently in summer quarters at Dennis, Mass., for a fall and winter try in Balto. Len McLaughlin, general manager of the Maryland, is due back today (Monday) from Dennis, where he has been combing out the final details preparatory to Moore's advent the second week in October.

Still but one roadshow definitely set to date, the break-in of Lawrence Rivers' (Rowland Stebbins) 'Tight Bitches' at the Maryland, week Sept. 3.

Thus far no announcement forthcoming from Ford's, UBO house, though a list of attractions, definitely pencilled in for fall weeks, is expected by Manager Harry Henkel some time late this week from the United office in New York.

New L. A. Legiter

Los Angeles, Aug. 27.

Lucille Ryman, who produced 'The Green Bay Tree' at the Hollywood Playhouse, has leased the Mayan, downtown.

Plans to operate there for a season, opening Sept. 24 with 'Blood on the Moon,' by Claire and Paul Sifton.

Phillips' Chi Plans

Chicago, Aug. 27.

Ben Guy Phillips is planning a series of six plays to open the first part of October.

First play to be Hall Johnson's Negro folk play, 'Run Little Children.' Phillips is dickering for one of the Loop Shubert houses.

To Play or Not to Play

Kansas City Musikers Want Coin, So Manager Wants Music

Kansas City, Aug. 27.

When Manager David Grosch, director and manager of the outdoor opera at the Unity Farm auditorium, decided to call off a performance of the 'Prince of Pilsen' this week on account of rain, trouble threatened.

The business manager and leader of the orchestra announced that the musicians would have to be paid. "For what?" he was asked. "For the evening," was the reply.

"But you are not playing!"

"Nevertheless," the leader said, "the union rules provide that when we arrive on the job and through no fault of our own we don't play, we get our pay anyway."

"All right," the manager replied. "If I pay, you play. Get your instruments and setup."

"But it's raining. What will the rain do to our instruments?"

"That's your tough luck. But if I have to pay, I want some music, even if only the stagehands and I hear it."

The musicians consulted, and one, a horn player, said he would play. But the violins and other players balked, as the rain would ruin their instruments.

Music for the 'Prince of Pilsen' runs about one and a half hours, and Manager Grosch was insisting on the full score if he had to pay, and the rain continued.

Finally the leader advised him that they would not play, but that the matter would be left to the union for settlement.

Later it was reported that the officers of the Musicians' Union said that there had been a slight error in interpreting the rules by members of the orchestra and that probably there would be nothing more done in the matter.

New York's Free Legits Drawing 20,000 Nightly; Most Never Saw Legit Show in Life Previously

Free legit shows presented in New York's public parks on portable stages are drawing 20,000 persons nightly per performance. That particularly applies to spots in Brooklyn, Queens, Bronx and Staten Island. In the borough of Manhattan the draw is not nearly as strong. Open air 'houses' of 5,000 and 6,000 are considered washouts.

Check-up of park audiences indicates that between 60 and 70% never saw a legit show before. That appears to support the contention of sponsors of the shows—started by the government (CWA) and now operated by the state and city's Works Division, Emergency Relief Administration—that the free shows are developing potential theatre-goers. That these crowds take money from theatres of all types is doubtful, since nearly all such persons cannot afford play-going.

There is a material proportion of children in the audiences. Kids are parked in front of the mass of adults, that system having eliminated the restlessness of the earlier outdoor shows. Despite the large crowds, it is claimed there is absolute quiet. Amplification has been perfected, which partly accounts for the conduct of the audiences.

Works Division is waiting definite word to 'go' in the casting of shows for the Civilian Concentration Camps of the Middle Atlantic area including New York state. There will be 20 units in addition to the 12 which are appearing in the parks, institutions and nearby CC camps. Total number of additional actors engaged for the relief shows will be 300. Of that number there will be 50 in the several vaudeville units to be sent around the camps, instead of the erroneous number claimed originally by a vaude organization employee. Among the units will be at least one opera, probably 'Mikado', which will use 12 people and a chorus of between 16 to 20, as promised Chorus Equity. Voice auditions are being held and final selections will await official confirmation of arrangements.

During the more than six months the free shows have been operating the cost has averaged \$28,000 monthly and that continues. Cost of the 20 added CC camp units will be less, mostly because the weekly wage is not as much and there will not be many added administrative employees. Latter now assigned to the New York units will also handle the camp shows. Estimated that 500 professionals will be engaged in free show projects in the east early in September. Arrangement is for at least three months and dependent on conditions, that period to be extended. If so camp shows would go into the Southern concentration spots, while the New York outfits would again go indoors in school auditoriums.

BROWN'S BOOK SHOW INTO WB'S HOLLYWOOD

Low Brown's 'Yokel Boy Makes Good' is set for production with likelihood it will go into Warner Bros.' Hollywood on Broadway. Warners is remodeling the now darkened picture house for new purposes and with the tentative understanding that the Brown musical will open it.

Having finally decided on a book show after considering doing a revue for a time, Brown and his co-author, Ballard MacDonald, went to work on the script last week at Brown's home in Scarsdale, N. Y.

Lined up for the cast are George Jessel, Mary Brian, Ronco Ates, Burgess Meredith and Harold (Patsy) Flick.

To reshape the Hollywood for legit Warners purchased the adjoining rear property. This allows for tearing down the present rear theatre wall and extension of the present 23-foot stage to a depth of 60 feet. Another construction change will place the dressing room downstairs under the stage. Theatre will be ready by Nov. 1.

'Roberta' on Road

Max Gordon will send 'Roberta' on tour, opening for three days at New Haven, with Boston to follow, booked in for four weeks.

Tamara remains in the cast with Odette Myrle, who replaced Lydia Roberti during the summer, also retained. Eddie Foy, Jr., is slated for the Bob Hope part.

Rube Bernstein will be company manager.

EQUITY RULES ON PREVIEWS OF PLAYS

Equity has definitely fixed the status of dress rehearsals, or so-called previews of legit shows on Broadway, where audiences are invited to sit in. Two such performances are permitted prior to premiere for dramas and three in case of musicals. Additional dress rehearsals where audiences are present call for salary on a pro rata basis.

Players must be paid for all dress rehearsals if audiences admitted make any sort of cash payment—even a tax.

Since try-outs out of town have gone out of favor, system of playing dress rehearsals for audience reaction has developed. At first audiences were given entrance gratis, then one manager sprang the idea of selling the previews to organizations on a cut-rate basis. Equity had some difficulty in discovering such instances and the matter finally came before Council, with the ruling decided on. Managers have been officially informed as to the limit of dress rehearsals before audiences and when actors must be paid.

SHUBERTS PUSH CINCY HOUSES TO REC'V' SH'P

Cincinnati, Aug. 27.—Ben Heldingsfeld, attorney and business associate of Ike Libson, leading local exhibitor, was appointed receiver Saturday of Shubert Cos. Theatre Co., following a petition filed by Trebush Realty Co. of New York (Shuberts).

Shubert theatre is lone legit house here, and adjoins the Cox, which has been dark for over a year.

Complainant claims creditor on loans exceeding \$13,000. Theatre company claims assets exceed liabilities by \$500,00, but it is not in position to meet maturing indebtedness. Also averred that a local bank as trustee recently obtained judgment for \$250,000 on first mortgage trust indenture of 12 years ago and threatens to force sale of property.

Douglass Directs 'Gate'

Hollywood, Aug. 27.—Melvyn Douglass left for New York on completion of his part in Radio's 'Dangerous Corners', to direct the Broadway stage play, 'Within the Gate'.

Latter he will be joined by Mrs. Douglass (Helen Gahagan), now in 'Mary of Scotland' in San Francisco, and together they will be topped in a New York play by Don Tothoro and George O'Neill.

CHI 'ROSARY' REVIVAL

Chicago, Aug. 27.—Jack De Forest is angling for a house to start a revival of 'The Rosary'.

Oscar O'Shea is slated to play Father Kelley. De Forest is also making revisions in the script to fit a modern audience.

As to Nighties

Lawrence Langner witnessed a performance of 'Julie', with Lenore Ulric, at Woodmere, L. I., and noticed the star flouncing about the stage in diaphanous nighties.

Because the show was booked into his Westport theatre, Langner suggested to Miss Ulric that she might wear more covering during his theatre date.

Miss Ulric, exclaimed, 'If the film girls can get away with it, so can I'.

'She' Film and Play Opp Each Other in N.Y.; Road Tour Off?

Touring plans for 'She Loves Me Not', holding over at the 46th Street, N. Y., are not definite, management being undecided because of the release of the picture version. 'Not' in film form follows 'Cleopatra' into the Paramount, N. Y., on Sept. 7. Several other keys have already had the picture. Outside one coast version the comedy has not been presented out of town.

Stage show and picture are slated to oppose each other on Broadway, as did 'Men in White' earlier in the summer.

Par financed 'She', buying the book rights. Deal was arranged by Lawrence Schwab who presented the show in association with Dwight D. Winman and Tom Weatherly, although his name was not included in the billing.

BRADY, RICE PROPOSE TO OPEN SHOWS COLD

Two cold openings in New York for the near future are Elmer Rice's 'Judgment Day' and senior Bill Brady's 'Too Many Boats'. Former show is due at the Belasco on Sept. 12, while the Brady play will come into the Playhouse Sept. 7. Another Rice play, 'World Between', will also open cold about mid-October, with no house selected as yet.

It is Rice's habit to forego out-of-town break-ins. Author-producer invariably holds but one dress rehearsal and then two invitation performances prior to inaugurations. 'Between' is the show for which Joseph Schildkraut is coming on from the Coast.

Brady's 'Boats' is a big cast show, locale being a Philippine army post, and is an Owen Davis adaptation of the novel.

CHI 'FOLLIES' NAMES

Chicago, Aug. 27.—'Ziegfeld Follies', opening at the Erlanger early in September, has both Patricia Bowman and Jane Froman listed in the top cast.

Both Miss Bowman and Miss Froman appeared at the vaudeville Palace here last week at 50c top.

C.A. Completes Code Discussions After 3 Sessions; Paper Now Goes Back to Wash. for F. D. Signature

Blum's 2 for B'way

Gustav Blum who has just completed a summer try-out season of new plays at the Napanoch (N. Y.) Country Club Playhouse, has purchased two of the plays for fall production on Broadway.

Of the seven new plays tested by seven different companies, 'Spotlight' by Jerome Ross and 'Roller Shades' by Boss Breene, will be done professionally by Blum.

EQUITY THUMBS UNILATERAL CONTRACTS

Unilateral contracts in legit are ruled out by Equity. Such agreements are similar to coast picture term contracts whereby the actor is tied up provisionally, employers having the right to take up succeeding options at will. Objection on Equity's part is that the manager has the right of cancellation but not the actor, such agreements therefore being regarded as inequitable.

Equity takes the position that actors have the same privilege of terminating option contracts, demanding right of members to negotiate elsewhere or with the same manager for increased salary or more advantageous engagements. For the reason option riders to standard minimum contracts are out. Managers may change such agreements to run of the play contracts only if the actor assents.

There was a growing practice by managers of switching from two week notice contracts to run of the play after a show was an established success, it is claimed. Rider options to that effect were written into standard forms. Managers' defense was that picture actors otherwise might snare players away.

Rule has been in effect since last fall but apparently disregarded. Recently a managerial committee conferred with Equity, showmen arguing that because actors are given the chance to appear the producer should have the right to his services for the balance of the season, at least. Also that picture producers are using the same system. Equity declined to change its opinion. However, Council ruled that any breach of the rule shall not be retroactive but is to apply to all contracts issued after July 31, 1934.

Feud on 2d Ave.

It's Rosenberg Vs. Yiddish Actors' Union, Which Won't Let Him In

Bitter fight has broken out on Second Avenue over the action of the Yiddish Actors' Union in barring Michael Rosenberg, one of the street's leading character men and a former ace member of the Maurice Schwartz troupe.

Rosenberg had been signed for the Molly Picon troupe at the Second Avenue theatre and was to start rehearsing with the company yesterday (Monday). On Thursday (23) the union met and decided to inform the management that it could not employ Rosenberg because he is not yet a member of the union.

Rosenberg came from Europe about four years ago and was given special permission by the union to play in road companies pending his request for union admittance. Two years ago Schwartz hired him for one of the lead roles in 'Yoshe Kalib' and he stayed with Schwartz until the dissolution of that company a few months ago, Schwartz always managing to obtain special permission for Rosenberg's employment.

Rosenberg has repeatedly asked for membership in the union, and his application is still pending. Union is closed shop and it is required that prospective members give a 'try-out' before a special committee of union members to show whether or not they have sufficient talent. Union and Rosenberg never got together on a date for such a try-out and it is the union's objection now that Rosenberg is not officially known to have talent enough for membership. Also, union says, the season is about to start and they have no time to be conducting tests now so Rosenberg will have to wait for another year.

Jacob Kalich, manager-husband of Miss Picon, says he will attempt to force the issue, insisting on Rosenberg's appearance in the company.

After three strenuous sessions of the legit Code Authority the revised document, which was submitted after months of preparation, was returned to Washington for possible changes and final signatures of the President.

There was plenty of squawking and palavering, but that the document will soon be modified is considered doubtful. Philip Wittenberg, New York attorney, who sat in with NRA Deputy Administrator William P. Farnsworth and others in rewriting the code, particularly the ticket control features, frankly stated that Washington would make changes as it saw fit.

When the meetings were concluded last week, there was a difference of opinion among showmen as to just what the code had accomplished during 12 months of operation. Some thought show business was just about where it started before legit declared itself in as an industry within the meanings of the Recovery Act. Others, less dissatisfied, pointed out that there has been material improvement in some directions—for instance, stage labor has not made demands for pay increases and Equity has not sought a contract more restrictive than the abandoned Basic Minimum pact.

Labor Causes. Arbitration clauses covering labor disputes which were supposed to be a high hurdle, turned out to be no problem at all. To the surprise of the managers, stagehands and musicians made no objection and it was then discovered that labor was distinctly favored in the Industrial Trades Board, which will handle differences with the managers.

Revised code provides that the board must consider all employee complaints but ignore managerial complaints. Managers were so much disappointed over these provisions that they proposed dropping the arbitration section entirely. That was voted down, with labor voting just the opposite way than anticipated. Board is to be made up of one employer (manager) representative, one for labor, the two to name a third outside member. Still, the managers believe, such a board will be futile as a means of adjusting what to their viewpoint are arbitrary standards.

Ticket provisions, while including the same 75c premium limit, and with 25% of all locations retained in the box office, have added rules for brokers, regulations so stringent that specs say they will go bankrupt or be forced out if business. Agencies must be bonded by the CA, bonds to be forfeited if violations are charged. Amount of bond and disciplinary measures are left up to the CA, with only Sol A. Rosenblum empowered to change the decisions. Tickets must be stamped by the broker-seller, with the amount charged the customer. Sale and resale of tickets between agencies, which some brokers sought, is not permitted. Only thing accomplished by the ticket men at the CA session they were invited to, was the elimination of terms in the code that classed all in most uncompromising terms. Two factions among the brokers were represented, neither being in accord. One faction is still suspicious that the other aims to grab most of the tickets.

'Jones', French Spy Yarn, Into Shubert Musical

'L'Affaire Jones' has been made into a musical comedy and is slated for production by the Shuberts. There is a hitch, however, over the contract conditions, the latter objecting to unlimited interpolation of numbers which might affect the royalties.

'Jones', a last winter novel (Stokes) was authored by Hillel Bernstein. It is a farce laid in France. Show version is by Morris Ryskind, Nat and Max Lief and Vernon Duke.

Book was submitted for pictures but was thumbed by the days office because of its satirical slap at France. Show version has eliminated the political angle.

BRITISH LABOR MINISTRY EXPLAINS HOW ACTORS GET ENTRANCE PERMITS

Only Low-Priced Acts Have Trouble Breaking In—
Cutting Prices Disliked—1,800 Permits in Past
Three Years, 30 Rejections

London, Aug. 18.
The Ministry of Labor reveals some sidelights into the permit situation over here.

As a whole, permits for variety artists are issued with comparative freedom, with the Ministry of Labor guided by the principle that talent is international. Ministry also feels that a restrictive policy would have a reaction against British artists seeking employment abroad.

Cases where permits are not granted freely are mostly those of the low-priced acts, because of the danger of undercutting. No definite salary minimum has been fixed, but in the case of an application for the admission of artists at a salary of less than \$75 per week, the application would be gone into more exhaustively before a permit is granted, particularly if the application is for London dates.

Permits in the first instance cover the period of contracts held by the artist, with extensions granted as further contracts are obtained.

Extensions

Extensions to acts are considered from the same point of view as the application for the original entry, with further extensions becoming more difficult if (1) an act can get only occasional work, or (2) if its salary has fallen to around 50% below the original price the act came in for. Ministry is quite amenable to any act cutting, being fully aware that after a time acts have to take less than the price they came over for, providing the cut is not drastic.

Although the splitting of acts is not objected to by the Ministry of Labor, permission for the new combination, or combinations, staying would depend entirely on the new scale of salaries and act's new contract.

Interesting point is that no difficulties are raised by the ministry in the case of an act brought into the country by one agent and subsequently transferring its business to another agent.

Exceptions

In the case of artists for stage and film work, the ministry's policy differs only for artists needed for minor roles. Permits for leads are rarely refused, and if an occasion arises for the importation of a complete show, with the statement that the entire cast is needed for the success of the show, as in the case of "Pursuit of Happiness," "Blackbirds," "Broadway," etc., no difficulty is raised. But on the completion of the engagement, the cast is not allowed to break up and seek engagements independently.

Most interesting point gleaned from the ministry is that in the last three years no less than 1,800 permits have been granted to foreign artists, with the biggest percentage being Americans, and only 30 artists have been refused permission to work here during that period.

General policy of the Ministry of Labor regarding permits to foreign artists has been adopted after close consultations with the managers' associations, the agents' association and the Variety Artists' Federation. These bodies are still consulted from time to time.

Anzac 'Pearl' Big

Melbourne, Aug. 1.
"Mother of Pearl," with Delysia, looks like becoming a sensation in Melbourne.

French star is pulling down a large salary, but P. W. Thring is getting a neat profit out of the show.

Sheriff Goes Abroad

Hollywood, Aug. 17.
R. C. Sheriff has left for London, where his new play, "St. Helena," opens in a few weeks.

Sheriff had been on coast three weeks.

OBERAMMERGAU PLAY IN DICKSON'S ARENA?

Jeff Dickson, boxing promoter who uses his arena, the Palais des Sports, for spectacles such as lion hunts when he can't find fights, hockey games or bicycle races to fill it, has a new one.

He's dicker with the Passion Play of Oberammergau to come to Paris after the current summer season. Wants entire original cast of 250 to put on the play in October or November in arena where Carnera made his world debut.

If it goes through, it will be the first time the Oberammergau play has been put on their piece outside Germany, or indoors. Jeff's idea is to devote all profits, after rental, etc., to a fund for Paris poor children.

PARIS LEGITS' ALL TIME LOW

Paris, Aug. 18.
All time low for legit receipts in Paris was reached August 2. Total of four theatres and music halls, only ones open, took in grand total of about 15,000 francs (\$1,500) at matinee and less than \$4,000 altogether at night.

Film grosses are also touching bottom, even for summer. Mari-vaux, on Boulevards, did only \$200 Sunday (12).

MAHONEY LONDON SHOW?

Thinking of Doing a Show in West End With George Black

London, Aug. 18.
Will Mahoney's Palladium booking was done direct with George Black, g.m. of the house.

Mahoney intends to stay here throughout the winter, and is looking for houses to rent. There is every possibility he will appear in a show in the West-End under the auspices of Black.

Show will be financed jointly by the star and Black.

Alpar to London

Budapest, Aug. 18.

Andre Chariot, London producer, here signing up Gitta Alpar for performances in Vienna and London of new musical, "The Queen is in Love," book by Imre Földes and score by Nicholas Brodsky.

Play is to start at the Scala Theatre in Vienna around Christmas, with Chariot and Budapest play-broker Alex Marton as joint producers, and to continue probably at His Majesty's Theatre in London next spring. Gitta Alpar is to receive a royalty from the gross, with a minimum guaranteed.

Betty Compson Reaps Oriental Personalizing

Hollywood, Aug. 27.
Betty Compson leaves next month for a three-month personal appearance tour that will carry her to Japan, China, the Philippines and other parts of the Orient.

Player has lined up a sketch for the p. a. jaunt, and will take along Lynn Cowan, local band leader and m. c., to work in the act.

Raquel Meller's Idea

Mexico City, Aug. 24.

Plans for Raquel Meller to warble here next winter have gone up in the air.

Said that she nixed offer of \$800 per concert, and hinted that \$3,000 per would be more her idea.

Par Reorg.

(Continued from page 5)

according to how the case is handled.

In that time aggregate fees for the administration of Paramount by the trustees and lawyers may run to an additional \$1,000,000 or more. The Root firm presently is seeking \$350,000 in fees and allowances for interim administration of Paramount for 14 months up to and to June 15, 1934. This is outside of the \$100,000 each which the Paramount trustees are asking for similar time and work expended.

The delay which is being encountered in reorganizing Paramount seems entirely incongruous in the face of the avowed improvement in the company since its primary receivership as represented to the court by the trustees and their counsel.

It is known that creditor committees and groups have been practically agreed on an early reorganization. Any differences which have existed as between bondholders and stockholders groups were about ironed out. General creditors were looking hopefully to a constructive reorganization plan within the coming two weeks, if not sooner. Now it's set back to an indefinite stage.

Paramount was all set for reorganization. Adolph Zukor was due back from the Coast for this purpose, among other matters of the company's business, in a week. Some new plan was to have been announced within the next 10 days.

Such a plan as might have been offered called briefly for issuance of two new series of bonds for the reorganized company, to be utilized in satisfying creditor claims, as proved. This included the bondholders. Also, a new stock issue as could have been had under which present stockholders would have received share for share of the present stock holdings in the reorganized company.

Creditors could have received guaranteed income bonds for 50% of their claims, the other 50% to be covered by a second series of bonds which would be paid out of earned income of the company.

So far as known this plan could apply to the 13 banks involved in the \$12,000,000 negative hocking deal. It may well be, however, that these banks might have shared in a new preferred stock issue which would have been offered present preferred stockholders of the company, also. The expected compromise probably being that the banks would have got some cash, some preferred stock and some bonds in payment of their claims.

Paramount's financial situation is vastly improved since it went into bankruptcy. This improvement looks to be traced mostly to the company's decentralized scheme of theatre operation and gains made in the foreign field.

Strong Cash Position

Since the reorganization of the Public chain, Paramount has more than doubled its cash position. This increase is reflected in the ample cash position which has been piled up by the Paramount theatres amounting to more than \$4,000,000. All told Par's cash position as of June 16, 1934, was \$15,644,000 as compared to \$6,651,000 on April 22, 1933.

One of the primary causes of the improvement as viewed by trade experts lies in the method of reorganization utilized in rehabilitating Par's huge domestic chain of 1,000 theatres. This method or plan was to split the Public theatres into territorial groups under selected partnership manpower. In this manner Par was enabled to conserve all its equity in the vast chain of theatres and yet permit the same to be operated independently.

Huge home office savings were made by eliminating the previously highly geared and expensive New York operation. Rent reductions also helped the situation, but such lease relief as was had was mostly made possible by the fact of bankruptcy. Y. Frank Freeman was in charge of those rent reductions on the theatres.

Method of reorganization was

Tucker's Gamble

London, Aug. 18.
Sophie Tucker asked \$1,000 from Sir Oswald Stoll for a week at Hackney Empire. He said he would gamble 50-50 on the gross.
Soph accepted, the gross was \$5,000, and she collected \$2,500.

Official Catalan Theatre Set for Barcelona in Oct.

Barcelona, Aug. 15.
An official Catalan theatre, which is intended to be to Barcelona what the Comedie Francaise is to Paris, has just been established by the Generalitat.

Company, which has already been chosen, and which will give its performances in the Teatro Pellerania, will offer Catalan, Spanish and foreign plays in the Catalan tongue. It is to give its first performance in the early days of October and its season is to last seven months, during which there will be 200 night and 90 matinee performances.

Intention to carry the Catalan theatre to all Catalonia so performances will also be given in other Catalan cities. Catalonia already has a "Price play," "Elis Iorns Port," by "The Strong Men," by Albert Pica, which is among the plays to be offered.

This year the Generalitat inaugurated a custom of awarding an annual prize for a new Catalan play. Popular nights are to be offered at half price. Other performances are to be given for children.

conceived and carried through under S. A. Lynch, chairman of the advisory committee on theatre reorganization for the Par Trustees. Freeman comes from the same show school as Lynch, one time having been general manager for Lynch's Southern enterprises.

The decentralized theatre scheme aided the Par distribution possibilities. Par product was franchised through every partnership but its product benefited through localized concentrated handling by selected theatre operators.

The distribution improvement has been under the direct supervision of George J. Schaeffer, who a few months back was additionally assigned the task of overseeing the company's theatre operating interests. This, in his capacity as general manager of Paramount as well as president of the company's home office theatre service subid.

Consequently Par is able to report a net income for the first quarter, this year, of \$2,601,856. Second quarter may be around \$1,000,000, although figures are not available.

During the progress of the improvement as noted, Par product proved a quiet problem for the company's management, until Adolph Zukor decided to take personal charge of the studio, some months ago.

It was during this time that John W. Hicks, Jr. succeeded the late Emil E. Shner as head of Par's foreign division, and under his supervision, Par's foreign income jumped perceptibly.

Since the primary receivership of Paramount and under Schaeffer, the Par distribution income has piled up a cash position of \$5,464,000.

From April 22, 1933, to June 16, 1934, Paramount's total domestic income was \$8,489,000 as against expenditures of \$78,271,000. There are certain theatre group incomes not included in these figures nor, as far as known, the foreign receipts. The figures are exclusive of income from Par's New England theatre groups, the Saenger group or the Minnesota theatre group.

Par Takes Keaton Pic

Paris, Aug. 27.
Paramount has taken French distribution rights for "King of the Clowns-Blyesses." Buster Keaton feature now in production here by Margot Films.

Pic is slated to open at the Paramount, Paris, early in November.

TRY TO SAVE LEGITS IN MEXICO

Mexico City, Aug. 24.
Mexican Actors' Union and allied theatre folk organizations are urging civic government to block city's race towards becoming a world capital without a playhouse this fall, contending that Mexico City should have at least five houses for the exclusive exhibition of stage shows.

Quinteto of theatres, Fabrega, Lirico, Ideal, Arbu and Garibaldi, all of which are slated for early extinction as playhouses, either to go cinema or apartment house, is necessary for keeping alight torch of culture and to save more than 2,000 families, dependent upon them, from being thrust into the economic cold, actors and allies assert.

Unions promise to do their share to keep theatre alive if city does its part, a contribution that the petition leaves to the discretion of the civic fathers. Petitioners admit that theatre here has been a financial flop but argue that it must not be allowed to be added to death by p. a. stage, a big factor in preserving and spreading national culture and traditions which Mexicans will forget if p. a. are their only theatrical fare.

ROSE TALKING N. Y. TABARIN SHOW DATE

Paris, Aug. 18.
Billy Rose is trying to fix it up with the Standard of the Star Tabarin to bring the Tabarin show to New York. Doesn't want it for one of his own places—they're too big for the intimate character of Tabarin—but is thinking of a spot like the Palais Royal or Hollywood.

Sandrine isn't doing anything about it now, but he'll go to New York in the fall for a short trip to see what's what. In March he's fixed to take a troupe touring in South America.

Tabarin show is the oasis in Paris these days, where all the American show people go. It's not only the best show in town but it's close to being the only one.

When she was here, Gertrude Hoffman, was talking to Sandrine about working up night club units on the basis of Tabarin numbers, adding necessary American action and hoofing to the French art.

CIVIC PRIDE WINS

Trieste Resents Title of New Molnar Play, So He Changes It

Budapest, Aug. 15.

Trieste's leading newspaper, Piccolo Triestino, expressed resentment at Molnar's prospective new play "Girl from the Street," since drama had to do with a street girl who dances in a low harbor pub.

Paper says that since the play has nothing to do with Trieste as background, and might be set in any port, it's not fair that a girl of that type should figure as "Girl from Trieste."

Molnar immediately agreed to leave Trieste out of the game and rename his latest play "The Unknown Girl."

Sorel to Spain

Madrid, Aug. 18.
Manuel Sureda, Spanish producer, has signed Cecilia Sorel but hasn't decided whether she'll go into a musical or a play.

French star is slated to appear in Barcelona this fall and later will come to Madrid.

Aherne to Britain

Hollywood, Aug. 27.
Leaving for London on finishing Metro's "What Every Woman Knows," Brian Aherne goes into the Noel Coward stage production of "Royal Family."

Aherne has the John Barrymore part.

this group will be of the same type—safe and sane stories adapted from old plays or books. Headquarters at Metropolitan studio.

Inside Stuff—Legit

In a 15-minute interview by William Lundell last Friday (24) afternoon over WEAF, Robert Garland, critic for the World Telegram, N. Y., said that the cowshed circuit is not what it's cracked up to be. Garland, whose insistance on covering experimental plays in the sticks, drew protests from managers, claims it was 'the hardest work I have ever done as a so-called critic of the drama'. There was mention of the issue taken by Garland with George Jean Nathan who, in Judge, said 'nothing dramatically good ever came out of a cowshed', but it was thought that nine out of every ten country shows are not bearable to sit through.

Reviewer may have decided to duck rural playhouse coverage next summer, for he said: 'Whatever the big-town reviewer has to say about a small-town tryout is pretty certain to be harmful'. Assuming that he didn't like a tryout and said as much in his daily column, no matter what changes are made in the casting and script before it arrives in town, the chances of the work succeeding are definitely lessened. All the recasting and rewriting in the world can't disguise the black eye the piece has been given'. On the other hand should he like the tryout 'my pre-Broadway write-up is harmful because people expect too much'. Case in point cited was 'Chrysalis' which at tryout in the country 'looked like a wonder and a wow'. But owing to praise which was premature and over-stressed, it was a failure when shown at the Martin Beck in November.

'Along the cowshed circuit it is well enough to let well enough alone', yet when asked if the summer theatre was dead or dying Garland concluded with: 'I'll say it isn't. From now on it's up to a cow to grow accustomed to having no roof over her head during June, July and August'.

Opening night of 'Keep Moving', Forrest, N. Y., Nayan Pearce dropped a bomb which fell into the footlights. Shortly afterwards, during a skit, the bomb started to melt with smoke swirling upward. William Redford, on stage at the time, tossed the bomb into the wings with a word of warning to the stagehands. The first-nighters roundly applauded Redford's quick thinking in the emergency.

After the premiere the a.k. safe robbing skit was yanked as was a radio bit. Latter was intended to gibe Major Edward Bowes' method of public announcement with frequent mention of 'family'.

Postponement of 'That Certain Business', due this week at the Barrymore, N. Y., is because of a change in leads. Lily Cahill is out and Nana Bryant is slated to step in. Miss Bryant had the part when the show originally tried out on Long Island early in the summer, but she recently appeared in another tryout which may not come to Broadway. 'Business' is now slated to debut next week, laying off after last week's showing at Jackson Heights. Show had one week's rehearsal time not used, so no salaries for the dark week. Additional cast changes may delay the debut.

The Belasco, N. Y., one of the world's most mechanically complete theatres, was sold for \$330,000, possession going to Mr. and Mrs. Elmer Rice, latter technically the new owner. Mortgage amounted to \$250,000, so that cash required was \$80,000. At its last assessment house was valued at \$680,000.

The late David Belasco owned the theatre free and clear, but when he went into the red with 'Mimi' he mortgaged the house.

From a New England hideaway Samuel Spewack, squawking for Bella (Mrs. Spewack) and himself, declares that George Kaufman did no rewriting on their 'Spring Song' and will do none. Show recently tried out at White Plains, N. Y.

Max Gordon, who presented 'Song', said that Kaufman was just a guy who came up to buy a couple of tickets but he gave him a pair. The show is due in New York next month.

Cast of a small legit show working on royalty basis is threatening to walk out because author of the show bought \$200 worth of choice seats for opening night and then wanted to pay only \$50 for them. Players can hope for only coffee and cake money at most from the show, and the added \$150 coming from the author would mean a real boost to their bankrolls.

Shows in Rehearsal

'The Great Waltz' (Max Gordon), Center (Radio City).

'Bride of Torozok' (Herman Shumlin) Miller.

'The Elephant Shepherd' (Shubert) Ritz.

'Red Cat' (A. H. Woods) Broadway.

'Too Many Boats' (W. A. Brady, Jr.) Playhouse.

'The Episode' (Shuberts) 41th Street.

'Roberta' (Max Gordon) (road) New Amsterdam.

'A Ship Comes In' (Richard Hornadon) Vanderbilt.

'Follies' (Shuberts) (road) Imperial, 41th Street.

'Judgment Day' (Elmer Rice) Belasco.

'Lady Jane' (Selwyn, Franklin) Plymouth.

'Tight Britches' (Laurence River) Avon.

'Spring Freshet' (Shuberts) Shubert.

'Strangers at Home' (M. S. and G. S. Schlesinger) Longacre.

'Fruit Lady' (Harry Albert) Fulton.

'No More Ladies' (Shuberts) Morosco.

BROADWAY REVIEW

KEEP MOVING

Revue in two parts presented at the Forest Aug. 23 by Leo Singer (no billing): 'Keep Moving', by Leo Singer, with some, George Rosner and others; 'Disappearing Act' by Rosner with some staging. 'Keep Moving' is a musical comedy staged by Harry Lowe, Newman Levy originally credited with book, not mentioned.

Tom Howard featured. Cast: Joan Abbott, Billy Taylor, John Albin, William Redford, Billy Taylor, Clyde Hager, Nayan Pearce, Kay Picture, Dan Carthy, Delmar Picture, Mota Picture, Ernest Lambert, George Shelton, Ernest Lambert, Cliff Crane, Sally Gooding, Singer's Midgits.

Leo Singer, the man with the midgits, has been eying legit for some time. For awhile he tried to import 'White Horse Inn', and he compromised with 'Keep Moving', a revue in which his tiny actors occasionally appear. First show of the new season attracted plenty of well-wishers and a good weather break, but, despite the few musicals in sight, the revue is too slow and ill-able to be shunted aside before the season gets into stride.

There seemed to be too much vocalizing, most of such assignments going to Woods Miller, who tried earnestly enough. But a succession of slow tempo became monotonous. The result, a result, when Billy Taylor and Kay Picture sang and danced a pep number, the first nighters went into action.

Contributing to the lackadaisical performance was the presence of too much familiar material. Tom Howard, the leisurely 'huh' comedian was around plenty during those interludes. They did laugh at the candy store bit (ten cents worth of peppermint candy) and the skit was properly cast with midgits, but such sketches as the safe-robbing and the midway bits have been used too often by Howard and have no place in a Broadway \$330 show. How much he put into the presence of burlesque may be the answer of why Newman Levy, originally credited with the book, is not billed at all.

Every now and then there seemed to be deliberate attempts to inject vulgar comment or material, but to little effect. Joan Abbott, a lively blonde, had a bit with 'Mother Eve', a ditty about a bad girl.

Show has a line of 10 tall good looking choristers. That supplies contrast with the midgits. It was best worked out with a Spanish 'Hotcha Chiquita'. Miss Abbott warbling the number and redeeming herself.

Midgits' best novelty contribution came with 'Cartoonist's Dream', in which William Redford enacts Walt Disney dreaming his studio is waist high in little bits. Two of the little people worked in a bedtime story skit, with Howard relating how a knight, back from five years' search for the Holy Grail, is unable to fasten his armor. 'It is somewhat off color but funny, perhaps Howard's best offering on the first night. Skit was enacted by Nayan Pearce and Redford. Miss Pearce attracted attention throughout, mostly in a dance way, sometimes with Dan Carthy.

Clyde Hager copped the best individual score as a street fakir. His stunt was stepped up by having a cow interfere just as he was about to make a pitch. With the points peeler he showered the orchestra pit with peelings and the house giggled plenty. Hager's question and answer bit, later, also elicited.

There are probably several sound stand-outs which repetition will indicate. 'Lovely, Lovely Day', 'Midtown', 'Chiquita', 'Sleepy Moon', 'When it's a Thing and a Thing', 'Come to the Aid of the Party' are the candidates. An outstanding femme voice was missing.

Sally Gooding from Harlem to sing

Plays Out of Town

MAN OF IDEAS

Hollywood, Aug. 24. Comedy in three acts by Dore Schary. Presented by Lela Bowers at the Hollywood theatre. Staged by Miss Rogers. Cast: Dore Schary, Lela Bowers, The Humphries, Phyllis Frank, Earl Eby, Mary Louise Green, Jack Huggerty, Richard Phillips, Philip A. Huggerty, Virginia Green, Albert Tarbell, Ross Stanley, Heenan Elliott and Boyd Mathis.

By setting such a swift pace in the first half, the second half plays in comparison and weakens the play. It would take little rewriting, however, to make it an acceptable commercial comedy.

Story deals with a nit-wit boy inventor who earns his first regular job by winning a race in an advertising contest. Unused to business methods, boy upsets the routine of the advertising office. Supposed to be a comedy of the ad firm, handled by putting new gadgets on telephone bells and re-arranging the furniture. However, he sometimes blurs out good ideas when they are most needed, and thus keeps his job.

When his girl friend, equally unsophisticated, goes out with a wealthy client and ends up in drunken sleep in the apartment of the ad man, the idea man gets angry. Client, an orange grower, gets sore and walks out, but the inventor brings in another orange man, just as wealthy, to take his place.

Emerson Treacy as the inventor stands out. Mary Louise Green, as a capable secretary, has a few lines, her laugh lines well. Phillip Andre, as a temperamental artist, is good. Rest of cast displayed more experience than the average little theatre group.

Play has many laugh lines, and a basically funny plot. *Fried.*

ALLEY-CAT

Provincetown, Aug. 21. Drama in three acts by Alan Dinehart and Sam Shipman, from an original play by Lawrence Pohl. Directed by Alvin Karpis. Cast: Evelyn Varden, Alan Dinehart, Frank Grisham, Frank Jaquet, Mollie Britton, Coburn Goodwin, Julia Hoyt, Charles Nickle.

Excellent acting characterizes this drama of New York life, and a capacity for the play for Provincetown, was vastly entertained at the opening performance. Cast is nearly all-star, and perfectly suited to their roles, which are a mix of messy and well-written characterization. Dinehart, Shipman and Pohl have produced a smoothly-written and highly intelligent philosophy and very sympathetic situations. There is nothing very new, in a theatrical sense, about the plot, but there is a refreshing twist to the end.

Play deals with very human, appealing, every-day people and their every action in a natural and well motivated. Events involved are the kind that happen every day, and the manner in which the characters accept their fate and deal with them is the manner of real people facing difficulty. Sincerity of each character is an achievement for the playwright, and gives fine and something to get their teeth into.

There is plenty of humor in 'Alley-Cat' and plenty of romance. But the play has a few off-ends against good taste in spots, particularly those in which Jean, her landlady Blise and her gold-digger friend, discuss the treatment of an abortion. What they say and how they say it is undoubtedly true to life, but it seems a bit unnecessarily raw. One wonders if such clever writers could not have contrived the same effect without causing the audience to blush. There were, scattered throughout the play, several lines which were a bit of squirming on the Wharf Players' seats not due entirely to their hardness.

However, on the whole, the play was an exposition of two decent, kindly characters, Jean and Carl, and their rather idealistic attitude toward the life in which they treated them unkindly. In this play, even the 'other man' turns out to be, not a rat, but a soft-hearted chap, in love with Jean's wife and completely under her domination.

Alan Dinehart was charming and thoroughly human. Audrey Christie, in a highly dramatic and sympathetic part, gave a splendid and appealing performance. Her interpretation of the sporting, little 'Alley-Cat' was convincing and beautiful. Evelyn Varden again

'Superstition' seemed out of place. Cliff Crane got something with single eccentric dance. Delmar Twins teamed with Miss Picture and Meta Carthy, okay. Miniature impersonation of Alexander Woollcott by a midgit should even tickle him. Taylor is not used to full advantage, with general talent spotting faulty. 'Come to the Aid of the Party' which could have been whipped into much better shape. Apparently they were too much switching around from the original set-up. *Good.*

demonstrated her amazing versatility and unceasing gift for characterization in a comedy part. Mollie Britton was half-raisingly hard-boiled, and made a most convincing yet likable gold-digger. Julia Hoyt, in the role of a cool and calculating wife, gave a superb performance. Her part was not long, but as played was typical of many wives who make the front pages in divorce suits. Coburn Goodwin was excellent as the friend who was forced to appear a heel, and Frank Jaquet did a delightful comedy bit as a drunk. Harry Grisham carried off the role of the friend who is delivered in his usual lively fashion. (Grisham's mugging and direct address to the audience is, however, unpleasantly out of place in a play of this type.)

Dinehart has done a fine job of directing and, with Shipman, has constructed a play, dramatically of the simplest. Most of the dialog is unusually good and appealing and is quite sufficient to carry the play without the vulgarity which now and then creeps in. Peter Britton did a quite satisfactory set and, on the whole, the play shows the careful work which it must have received for Broadway success.

'Alley-Cat' should have a good chance for Broadway success. *White.*

TO BE CONTINUED

Hollywood, Aug. 21. Comedy drama in three acts by Alan Dinehart. Directed by Kathryn Horman. Presented at the Red Tree of the Sun (professional showcase), in Hollywood, Aug. 20.

Here's one that is not likely to live up to its title. Just another treatment of the events transpiring with the locale laid in the San Francisco artists' colony, and unsuited for stage or screen.

Stripped of its vulgarity and suggestiveness, the lines and situations, left, and what there is of the left-over lacks ingenuity, and only a few highlights of what may or may not happen in the Bowdoin district of the northern California metropolis.

Play is crudely directed, poorly cast, although several of the players work hard to get the most out of their parts, and is lacking in virtually every element to make it commercial.

Third Drama Group Starts in Tacoma

Tacoma, Aug. 27. Organization of a new dramatic group to be known as the Tacoma Civic Repertory Theatre has been announced by Miss Marjorie Dills, director.

Group expects to present four plays this winter, starting in October. Makes three such organizations now in Tacoma. Others are Civic Art Theatre and Tacoma Drama League.

Engagements

Horace Braham, 'Too Many Rehearsals'.
Bramwell Fletcher, 'Within the Gates'.
Philip Leigh, Ethel Intropodt, 'Judgment Day'.
Ann Burrie, 'Salina'.
Gavin Muir, 'Are You Decent?'.
Moffat Johnson, 'Within the Gates'.
Ronald Candler, St. Clair Bayfield, 'Judgment Day'.
Lee Collins, 'The Year Round'.
Charles Collins, 'Say When'.
Pickens Sisters, 'Thumbs Up'.

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Dealers Turn Publishers

Since a number of publishers are bookshellers also, notably Doubleday, Doran & Sutton, a group of bookshellers have decided they can be publishers, also, without incurring their amateur standing. Accordingly, the group has formed a publishing concern called The Book Table, to issue various subjects in limited editions.

Guiding head of The Book Table is Ernest R. Eve, the mid-town book dealer, with The Book Table headquarters at his place.

Plan is to make the Book Table volumes fancy and expensive affairs, aimed for the collector rather than the general book publisher. Bookshellers interested in the venture claim they can't lose, since they have their outlets assured.

Young Mag Successor

Phil Painter, who went from Birmingham to New York to assume direction of the C. H. Young Publishing Co., has taken his publication, Advance, along with him. The publication, which has been a monthly, a weekly and a daily newspaper, is now a monthly again as a general fact and fiction mag. It's aimed as a successor to the one-time Young's Magazine, and carries the name as a subtitle—Advance.

May be a slight mix-up in the fact that the same organization's Breezy Stories also carries, as a subtitle, Young's Magazine.

Phil Painter is editorial director for the publishing company, of which B. O. Young is the president. There are two additional mags in the chain, Droll Stories and Yellow Book, both quarterlies.

Henkle Issuing Throwaway

Another one of those throwaways in the making, this one to be known as Cosmopolitan Topics. Publisher is Sheppard Henkle, who, instead of the usual handouts, will use original material.

Publication office will be in Brooklyn, where another of the newer throwaways, the New York Theatre Review, is also published. No connection between the two, however.

Macfadden's Jersey Weekly

Bernard Macfadden will publish a political non-partisan weekly paper in New Jersey, with editorial offices in Newark. Edward Swager, formerly m.e. of the N. Y. Graphic (defunct), has the same post with the new sheet, to be called Macfadden's Weekly. Joe Applegate is editor.

New five-center aims for tax reduction and elimination of graft in public offices. It will be restricted to Jersey.

Block's Chi Amer. Stint

Fritz Blocki went back to the Chicago American amusement page, going in to pinch-hit with Charlie Dawn, niterite reviewer, slipped out for a vacation.

Blocki was formerly drama head of the American and lately has been in charge of publicity for Jones, Lintick & Schaefer.

Formal Debuts Sept. 15

That "sophisticated and intelligent" mag for collegiates, Formal, set to bow in on Sept. 25. Initial issue will be around 30,000 copies. Publication will be monthly.

Marian Weaver, formerly of the New Yorker, edits, with Charles Van Cott as managing editor. Publisher is H. L. Laupenheimer.

New Mag on Story Pattern

An attempt to emulate Story, the mag, will be made next month with a new periodical to be called Prose. Prime mover in the undertaking is Edward Hilly Hughes. New mag won't use anything extremely arty, but the stuff will have to be significant. Will be issued monthly.

1st Dillinger Book

First of what threatens to be a flood of biographical matter on the late John Dillinger is a little book hailing from Mt. Morris, Ill. Written and published by R. C. Remington, it's entitled "The Life and Exploits of John Dillinger." Sells for a quarter.

Howe Back With Atlantic

Laurence (Pete) Howe has left Baker & Taylor and is back with Atlantic Monthly on book and mag advertising and promotion.

He will also resume publication of his magazine, "Book Business," in October. It will be, again, a monthly devoted to the book trade.

Late Click

Some months ago Arthur Shumway, the scribbler, committed suicide in Florida because, as his friends explained, he couldn't place any of his stuff and faced starvation. Current issue of Esquire carries a story by Shumway, and one of his novels has been accepted by the Central Press Assn. for newspaper syndication.

Cute Kids

The lads who walk around with snapshots of their babies, bringing them out for the examination by any unsuspecting gent who happens along, are amateurs now. The Coviled-Fried mod figured out a better one than that. Film publisher "Your Child Is Normal," by Grace Adams, and three of the men in the office planted their own kids' faces on the jacket.

Four pictures on the jacket. One is Pascal Coviled, Jr., who papa is the firm's prez. Other boy is John Howe, son of the firm's art director. Two girls are Nancy and Sue Goid, offspring of the company's publicity man.

Reds' Big Book Consumption

Biggest book buyers in the U. S. now are probably the Communist party and allied book stores, according to available figures. And it's not communist literature alone that the party members buy, but books of all classifications.

Reason is that members of the party are avid readers, and almost all branches throughout the United States have book store or book departments attached. Thus the party members, by buying from their own, are helping their own, but capitalistic book publishers figure the sales so good they sell the groups books at percentages even below the usual wholesale prices.

Workers' Library Expanding

Workers' Library Publishers, which, in the six years of its existence, has been issuing pamphlets and other pocket-sized publications, is branching out into the full-size book field. Although its new books will be of regulation length or over, price will be low, as they, like the other publications gotten out by the concern, will be aimed for the worker.

First of the Workers' Library full-sized books will be "Veterans on the March." With 384 pages, it will sell for \$1.25. W. E. Douglas is editorial director.

Smith & Haas Expanding

Smith & Haas, who reported a bigger increase in business the first six months of the year than any other book publishing house—125%—are investing the big earnings in expansion.

The pair, Harrison Smith and Robert K. Haas, together with Harriette McLain, also a member of the firm, have organized a subsidiary called New Books. Policy of New Books not set, but understood that it will serve as the imprint for a new publishing enterprise.

Photo Record of Metropolis

With the publication of a photographic record of the metropolis, called "This Is New York," David Kemp returns to the publishing business. His new sheet, up town to the Rockefeller Center.

"This Is New York" is a collection of 100 photographs of N.Y.C. by the town's leading shutter-snappers, edited by Gilbert Selinger, who did the captions and an introduction.

Godwin Goes Mushy

William Godwin, book publisher, extending his activities. Has organized a book subsidiary called Arcadia House, under which imprint will be published sentimental romances only.

Bellamy Partridge will pick the Arcadia House books. Is considering six manuscripts as the initial output.

Argentina Accord

Reciprocal copyright relations between the U. S. and Argentina were established last week by a proclamation issued by President Roosevelt Thursday (23).

Agreement extends copyright benefits of U. S. laws to citizens of Argentina, which gives similar protection to Americans.

Chatter

Helen Weenock in China. Fifth printing for "Private Worlds." Talbot Mundy summering in Florida. Mary Roberts Rinehart back from Russia.

Katherine Woods spends most of her time in France.

Gene Markey has placed a novel with Coviled, Friede.

"Aunt Margot," by Doris Peel, postponed to January.

Edward J. King back to Europe after a New York o. o.

"Double Life," the Siamese twin autobiography, is off 'til Nov. 5.

Newest Modern Library addition is "The Pit," by Frank Norris.

Valentine Williams' chillers have been published in 14 languages.

Leo Dennen finishing page proofs on his "Where the Ghetto Ends."

Alfred H. King back after a three-week vacation in the Adirondacks.

Eva Gould, Symon's missus, assembling data for a dog of Stephen Foster, the songster.

Publication date of "Tender Checks," by Wolfe Kaufman, set for Sept. 25.

Philip Gibbs over that siege of illness and has resumed his European travels.

A little book just published is called "How to Read and Pronounce Hotel Menus."

John F. Hosenlopp has been added to the Claude Kendall staff as assistant editor.

Edwin Scherer is at his home in Annisquam, Mass., rewriting his new novel, "The Larcenous."

Beatrice Blackmore, who writes stories with her husband, Bruce Gould, to Europe for a book-see.

Dorothy Speare, who co-wrote "One Night of Love" (Col.), is writing a novel for Houghton, Mifflin.

Bernard de Voto an expert pistol shot, but the only thing he's ever aimed at a publisher is a new book.

Claude Kendall was told by a friend that "Murder of the Honest Broker" was one of the saddest titles yet.

Harry Elmore Hurd personally publishing a new book of his poems, "West of East," at one dollar the copy.

Scribner will issue a first printing of 75,000 copies of ex-President Hoover's book, "The Challenge to Liberty."

Ogden Nash, who works for Farrar & Rinehart, will again have a new book published by Simon & Schuster.

Maristan Chapman, author of "Eagle Cliff," is the pseudonym of the writing team of Mary and Stanley Chapman.

Francis Erskine Gosling, reporter, 799 Madison avenue, N. Y., in voluntary bankruptcy; \$4,342 debts, no assets.

Advance orders for Samuel Rogers' Atlantic Monthly \$10,000 price novel, "Dusk at the Grove," numbered nearly 15,000.

Gene Cohen (Gil Swan), former NEA Broadway columnist, has been hibernating with a novel all summer and plans to emerge with it this fall.

Simon & Schuster going in for young writers literally. Virginia Faulkner is barely 21, and Josephine Johnson, 8 & S's newest discovery, is 24.

Vanguard soon to issue a second story anthology, to be called "Story in America, 1923-34." Whit Burnett and Martha Foley, the story editors, assembled it.

Viking planning a campaign to send the sales of Alexander Woolcott's book, "While Rome Burns," over the 100,000 mark. Total sale to date is 40,000.

Parker Morell, who did that blog on Diamond Jim Brady, which Simon & Schuster are to publish in the fall, is of a family of jewelers.

Because all his friends advised him to write his story idea, "The Westward Star," in prose, Frank Ernest Hill did it in verse. It's to be published as a novel in verse.

Paula Gould, p.a., has sold her first novel. It is to come out under the name of the Author's Publications, titled "Love Is a Madness." Publication date around January.

A new book publishing concern has been formed by John Golden, not the play producer, and David E. Leven under the name of the Nevell Publishing Co. Plan is to publish technical books on limited subjects.

Mrs. Charles Fawcett and Capt. Billy Fawcett (now divorced) announced the marriage of Marion Claire Fawcett to Warren James Bagg, who will be at home Sept. 1 in Tulsa, Okla. Ceremony was performed at Fawcett's Breezy Point, Minn., retreat.

Best Sellers

Best Sellers for the week ending August 25, as reported by the American News Co., Inc.

Fiction

"So Red the Rose" (\$2.50)By Stark Young
"Lamb in His Room" (\$2.50)By Caroline Miller
"Goodbye Mr. Chips" (\$1.75)By James Hilton
"English Journey" (\$3.00)By J. B. Priestley
"I Claudius" (\$3.00)By Robert Graves
"Holy Deadlock" (\$2.50)By A. P. Herbert

Non-Fiction

"Coming American Boom" (\$1.50)By Major L. L. R. Ames
"Stars Fell on Alabama" (\$3.00)By Carl Carner
"While Rome Burns" (\$2.75)By Alexander Woolcott
"100,000,000 Guinea Pigs" (\$2.00)By Arthur Kallet and F. Schlink
"Life Begins at Forty" (\$1.50)By Walter B. Pitkin
"New Careers for Youth" (\$1.50)By Walter B. Pitkin

Book Reviews

Hibernian Comedy

There have been many books on Ireland and the Irish, but few have been as witty and generally amusing as "The Laughing Journey" (John Day; \$2). Book is the first novel of Thomas Lenon, scenario chief for Radio Pictures on the coast, and establishes him without question as a writer to be heard from.

It's a light tale of love and fighting. There's a lot of love, but not too much plot manipulation. For a book written by a Hollywoodite it's refreshingly clear of plot timber. So much so in fact, that it probably will never be filmed. Which ought not to hurt it in the slightest as a novel.

Serious English Humor

There's something wrong about "Business Hours" (Coward-McCann; \$2). The publishers indicate that it's a humorous book and the blurbs quoting British critics indicate that in England the book is considered funny. In fact, one of the critics compares Hugh P. McGraw, the author to P. G. Wodehouse. Which is all very strange, because the book isn't humor; it's realism. And, incidentally, a mighty swell exponent of it.

Maybe the British critics just don't want to recognize the characters McGraw draws as British and realistic, so they call it good taste. Actually, it's probably closer to photography. It's the story of life of modern young men in a British factory office. All the people are strangely akin to American office workers; they talk slang to excess; they drink to excess; they indulge themselves to excess. It's a good story, well written, and well told. A lot of it is very funny, but it's pathetic, if anything; it's not persiflage. And pathetic, of course, if one wants to stretch the point, is vaguely connected with humor. Doubtful as film material.

Bunin's Shorts

Ivan Bunin was practically as unknown in most world spots until he won the Nobel prize for literature last year. Since then quite a bit of his stuff has been reprinted and dug up. Newest collection of Bunin material is a book of short stories, "Grammar of Love" (Smith & Haas; \$2), which will get a good deal of attention. Ten stories in the book, all shortish, but all colorful.

Several of the stories have been printed in American mags during the past few months, but most of them were previously unknown here. John Cournon did a very good job of translation.

Soglow Switches Characters

Otto Soglow, the cartoonist who is best known for his miniature king, goes in for wider fields of cartooning in his new book, "Wasn't the Depression Tough?" (Coviled-Friede; \$2). The king appears in only one of the cartoons, general characters being in the others.

It's a very funny book, with some of the cartoons gems of wit and commentary on the times. Ought to sell as well as, or better than, the Soglow cartoon books usually do.

In Granite Hills

There is a Mary E. Wilkins flavor to Marguerite Moore's Marshall's "None But the Brave" (Doubleday-Doran; \$2). Her hero is a New York trade paper man who loses his job through a divorce and goes back to New Hampshire to wrest a living from the land via an auto camp. Book deals with the struggles to get the money and not the camp itself. Good color and a possible picture, though the latter is not likely.

Misfit's Problems

John Collier is still another British humorist, but probably has more solidity and import, from a literary standpoint, than any of his numerous contemporaries. He writes with vigor and a surprising amount of saltiness. His newest book, "Defy the Foul Fiend" (Knopf; \$2.50), deserves a niche on every book shelf.

Collier tells the story of a misfit, Born "the wrong side of the sheets," the last is brought up in an unusual way and then thrown into contact with society for the first time when he's almost fully grown to man's estate. Naturally, he can't take it. The resulting escapades he gets into trying to steer a course for himself, make the book.

There's a Candida-ish strain through the book which doesn't help it any, and an occasional Rabelaisian twist which might have been expanded. Also the book veers off towards the end. But as a whole, it's a worthwhile bit of writing. Most certainly not for flinching.

Legit in India

There are those, even in show business, who don't realize the ramifications of their own profession. To these it will come as a surprise that an entire (and lengthy-ish) book has just been published about the drama situation on the Ganges. Book is "The Indian Theatre" (Dutton; \$3), by R. K. Jainik, and is interesting reading.

Mr. Jainik has gone to considerable trouble to study his theatre, its history and its machinery. Much of the detail has technical import alone, but a lot of it is general. Explanations. Instance, of how Shakespeare is changed for general usage in India is highly entertaining beyond being revealing.

Breened Up

Possibly Faith Baldwin had a tipoff on the new Hollywood dispensation. Perhaps it was just intuition. Whichever it was, "Honor Bound" (Farrar & Rinehart, \$2) will cause no furrows in Joe Breen's brow when they come to take it into a picture. It was not always so with Miss Baldwin's stories.

It's good picture material, though it's a trifle involved in using it. It does a quiet, instead of the usual triangle. Requires more explanation, but the complications are easily followed and the author steers clear of the trap of having too women's parts of almost equal value. As a book it makes interesting light reading.

Reporters in Biz

(Continued from page 1)

raw film house in a swell car, telling them he had left his check book home, and carting away enough reels to make the picture.

Other cash was needed. So Vincent told the world rights to an unnamed party for an unnamed sum with \$3,500 down. Then he sold the foreign rights to someone else for \$5,500 cash. Then he sold the Marcellite Rights and the Bordeaux rights to someone else, but wasn't in good form that day and only got a contract, not cash. Then he sold the rights to all France and Belgium for \$3,500 down.

This kept the studio going. He didn't even need to turn it all in.

One day, however, one of the buyers of rights met another, and Chatelaine learned that somebody was kicking the hips. He asked production and had Vincent jailed. Film is in work again now, in the hands of the Forrester-Parrott Company, a real outfit. Also, the newspaper boys knew they were right when they said something was wrong with the business here.

East

The "Tree of Hope," which stood for 60 years at 131st street and Seventh avenue, has been cut down. Was supposed to bring good luck to Negro performers who stood under it when they were out of a job.

"Three Mad Monkeys in a Mortuary," the title of Tom Weatherly's new farce which will go into rehearsal immediately.

"Circus Sale in from the Coast to start rehearsals on 'The Elephant Shepherd' for the Shuberts.

In order to avoid conflicting premieres week of Sept. 10, William A. Brady, Jr., will open "Oscar Davis' "Pot, Main Roads" at the Playhouse Sept. 7.

"Strangers at Home" set for Sept. 13 at the Longacre theatre. Play will be presented by M. S. and G. S. Schlesinger.

Following recent annulment of his marriage, Kenneth Harlan married again. To Helen Spender, dancer, in Chicago.

Walter Huston will show New York just what Shakespeare was driving at when he wrote "Othello," as soon as the run of "Dodsworth" ends.

Having terminated his six months' suspension by Equity, Gavin Muir replaced Hugh Rennie in "Are You Deceit?"

"Liquor Tax" collections jumped \$5,000,000 for the month of July.

In answer to charges that the Globe theatre was violating the code, Harry Brandt, owner and operator of the house, claimed that he did not do it to offset the effects of the Roxy's admissions. Charge was that Brandt was issuing service charge passes to his friends. Brandt said there is nothing to do with the Roxy as the Globe only pursues the practice with second run pictures, and in the event of a first run it is dropped for the time.

Judith Anderson will star in Guthrie McClintic's first offering of the season, "Divided By Three," due on Broadway late in September.

Someone placed a stench bottle in the Criterion theatre. Manager suspects labor agitators, as house is being picketed by an operators' union.

Ned Wayburn will produce "The Year Round" a musical.

Miltz Hajos will be in "The More the Merrier," farce to be presented at the Times Square theatre.

Betty Murray, one-time stage star, is bringing suit against her late husband's family for \$500,000 which she claims he was left by his grandfather.

Natives of Argentina think American films are like as far acting and drama go, but they claim the kissing is inept. This is the first complaint.

Gertrude Hoffman nearly had her act broken up in Europe when some of her girls became homesick so she brought them all home.

Plot to extort \$50,000 from William Fox was revealed in the office of the United States Attorney in Brooklyn. Alleged extortionist, in the custody of police, was charged with having threatened to kidnap the grand-children.

"Dance With Your Gods," Laurence Schwab's voodoo play, goes into rehearsal Sept. 4.

New Jersey dog races have grossed over \$2,000,000 in the first races this summer. State got a \$50,000 cut.

Mary McCormick, opera star, underwent an operation for appendicitis last week.

Paris opera company will produce an opus written by Samuel

News From the Dailies

This department contains rewritten theatrical news-items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

Barlow, young American composer, Metropolitan couldn't see it.

"Pleasant" arrangement between Rowland Stobbs and Eddie Dowling, the former's production of "Lost Horizons" will open in N. Y. week of Oct. 1. Dowling's musical, "Thumbs Up," will seek a later date following a tryout tour. Both were headed for the St. James.

H. Bayard Swope, chairman of the state Reelers' commission, is on the brink of a picture debut. Because of his resemblance to President Roosevelt he is being urged to take the title role in "The President Vanishes," to be made by Walter F. Wanger. Swope has already been given tests at Astoria, but refuses to consider it.

"Elly Pons has cashed in, through her attorney, to the Argentine government for about \$4,500. Miss Pons was, in turn, permitted to take back her personal belongings, which the government had seized. She left for Europe by the Graf Zep.

Arturo Toscanini, celebrated conductor, narrowly escaped death in an automobile accident in Austria.

Charges that police have discriminated against certain unions in enforcing picketing regulations were made by the Independent Theatre Owners' Association. Owners claim unions' own troubles are the cause of the charges. They say that the unions are made to suffer by these alterations.

Irrving Berlin faces suit for \$70,000 damages claimed by two people who say that Berlin's car ran into them a couple of years ago. Berlin has filed a motion demanding the plaintiffs state further details.

Motion picture producers have been able to obtain unfair preferences under the code by currying favor among politicians. Abram S. Meyer, president of the Allied States exhibitors, said at the annual convention of Allied New Jersey theatre owners.

The "ghost" that has been terrorizing Watertown, Canada, appears to be a gorilla which escaped from the Al G. Barnes shows. As yet police have not been able to locate the animal.

Theatre Authority, Inc., has started a movement to curb benefit racketeering. Organization is a group of actors.

Because of protests by Coney Island business men, annual Mardi Gras will be held in spite of reports to the contrary.

Gregory, actor, seeking annulment of his marriage. He complains that gangsters forced him to take a plunge into matrimony with guns.

In a survey by the N. Y. Evening Post to see what kids really want in pictures, selections ranged by age group. "The Night of the Living Dead" and "Sto-Ver at Yale." Kids didn't care much who was in the pictures.

Mrs. Tipton Sinclair (Dorothy Thompson) died of German measles by Nazis, who no like her outspoken articles in U. S. publications. Argentina added to countries with which U. S. has reciprocal copyright pacts.

Kathryn Ray, former showgirl, to become a star. She will join her husband, with whom she frequently travels, to make it a round trip.

Westminster Choir, of Princeton, sells for Europe to fill 30 bookings. Radio station KXAL paid \$5,000 to technical and artistic employees who were on a hunger strike to collect back pay. Broadcasting continued, the 67 employees were paid without food more than 100 hours. Four in serious condition from breaking fast too quickly. Down in Mexico.

Stuart Erwin and June Collier back from Europe with Stuart, Jr. Maude Adams and Ethel Barrymore latest to return to the "Night of Stars," which United Jewish Appeal for German Jewish Relief will stage at Yankee Stadium Sept. 20.

Crash on Coney Island scenic railway Saturday night slightly injured several girls. Coaster train coming up to landing platform hit several partly filled cars. No serious hurts.

Betty Randolph loses through default a suit brought by the San Carlo hotel for \$600 back rent. Also won an appearance in her suit for \$10,000 damages against the hotel. Her lawyers unable to locate her.

Lawrence Langner gave some thought to keeping his Westport theatre through October. Then he thought some more.

A stench bomb explosion in the Mayfair theatre, 47th and Seventh, routed an audience of 400 Friday (24). A witness pointed out the thrower of the bomb, Melvin Berg, who held the bomb but was held on a charge of malicious mischief.

Theatre Guild and Group Theatre will join forces for a subscription season of six plays in Boston. Each group will present a play.

Pido City Music Hall will have a permanent male chorus of 30 voices starting next Thursday (31). As a result of a complaint from

Brooklyn Theatre Owners, mass picketing is now forbidden in front of theatres in the city. Pickets will, in the future, be limited to two.

Rudy Vallee won a round in the long drawn-out legal fight with his wife Friday. Court decision in Vallee's right to question Rudy before the trial on her suit to set aside the agreement by which she was \$100 weekly. She wants \$1,500, claiming that Rudy can well afford it.

"Tobacco Road" into its ninth month at the 48th St. theatre. Company will do an extra matinee Labor Day.

Convention of the Allied Theatre Owners of New Jersey protested against the manner in which the races were being run in a manner unfair to established amusement and other business enterprises. Theatre owners urged the state racing commission to limit the season to four weeks, forbid betting until totalizing machines are installed, and prohibit races to attract only.

Smith and Dale and the Avon Comedy Four will go into the Casino De Parree Revue Wednesday (29).

Ben H. Ueberall will open his three-story, open-air, eatery on the corner of 52d and Broadway Tuesday (27) night. The place will be known as the Boulevard.

"First State" theatre in the country will open in its new building, a remodeled public school structure at 257 W. 40th St. State Education Department announced that the building, formerly the State Theatre, institution will be used for instruction and production of plays by professionals.

Jean Howard, screen actress, eloped Friday with Charles K. Feldman. They were married in Harrison, N. Y.

Madge Kennedy reveals that she has been married to William B. Hanley, Jr. actor, since early August.

Jack Edwards, associated with Warner Bros. and Fox, was murdered in Yonkers Sunday (26). Edwards died without money or address. Name of the suspect is known, although police have not been able to find him.

Billy Rose will convert the Coliseum theatre in London into a picture hall similar to his Casino De Parree in New York. Rose will assemble part of his show over here. Arrangements being made to include Mickey Rooney in the series of free theatrical performances sponsored by the CWA.

Taxi dancemalls will be quizzed by the New York Grand Jury in answer to charges that they rent the girls out at so much an hour.

City's first real property inventory shows that 25% of the population live in slums without sanitary conditions. The survey also shows that more than 17,000 spent less than \$5 a month for lodging.

Attendance at Jones' Beach increased more than 20% over last summer.

Coast

Romer Zane Grey, son of the novelist, sued for divorce in the Los Angeles superior court by Dorothy Emmogene Grey.

Mayor Shaw of Los Angeles has signed an ordinance permitting smoking in balconies of Class A theatres.

Mae West gave Leroy Stone, Par official, a diamond ring in recognition of his work on her pictures, but he took it to a jeweler for alterations and a sneak thief grabbed it.

C. Boyd Hammond, former actor, Kay Hammond, former actress, shot himself to death at a Quince, Calif.

Patricia Havens-Montague, L.A. deb, is working under an assumed name as a Zeigfeld girl in pictures. Recently her sister, Jeanne, eloped with John Mason, agent, but the marriage was annulled.

Mrs. Octavia Brooks Bancroft, whom George Bancroft asserts is his legal wife, was re-defendant with the actor in a second amended complaint filed in L.A. by Mrs. Edna G. Bancroft, first wife of the actor, who is suing him for separate maintenance of \$1,900 a month.

Max Baer back in L.A. asserting he is willing to re-wood Dorothy Dandridge picture actress. She divorced Baer last year.

Florence Horsley, 20-year-old film extra, testified before the L.A. grand jury in the investigation of her charge. She was attacked by J. Clark Dean, a stock broker.

Ralph C. Cedar filed suit in L.A. for divorce from Jacquetta Calvin Cedar, actress.

Ilegal use of scenery especially

designed for his ballet number entitled "Bolero" is charged in a suit for \$10,000 damages brought in L.A. by Jose Torres y Fernandez against Alexander Pantages, Rodney Pantages and the Los Angeles Scenic Studios, Inc.

Mrs. Harry Tyler, known on the N. Y. stage as Gladys Crollus, has arrived in Hollywood to join her husband, who is under contract to Warner.

Alfred Rogell, director, and his wife, Ena Gregory, former actress, will have to share their Beverly Hills home with their marriage troubles are settled, the L.A. superior court ruled. Mrs. Rogell was awarded \$300 monthly.

Glenda Farrell, back from New York where she underwent an operation for appendicitis, denied reports she was going to marry Ronald Simon, a New York merchant.

Grace Elliott, Hollywood writer, did a screen version of "The Roughneck" by George Dallas Streeter, reputedly wealthy Texas oil man. He gave her a couple of oil leases and she just learned they were worth around \$100,000.

The Rev. and Mrs. George G. Guinness of West Hollywood, Calif., have returned to Hollywood for visit with their son-in-law, Frank McHugh.

Robert Joyce Tasker, film writer, director, in an A. superior court, came from Lucille Morrison, former stage actress.

Mrs. John Barrymore and her two children quit the family yacht at Santa Monica because the yacht was a bit rough and proceeded to Hollywood on a train. The family has been in Alaskan waters.

Ann Dvorak recently met her father, Edwin McKim, actor, for the first time in 16 years.

Mrs. Theodore Kosloff has filed suit in Los Angeles seeking a divorce from the ballet master and director of a Russian school in Hollywood.

Couple burglars who entered home of Julius Furman, film writer, were convicted in L. A. of first degree robbery. Sigmund Krumhold, picture musical director, slightly cut and bruised in an auto accident at Santa Ana, Cal.

Patsy Lee, picture actress, who was denied a divorce from James A. Carnahan, actor, in California some time ago, has been made defendant in another divorce suit filed by her husband. He charges desertion.

Frank Melton, who was dishing out gasoline in a Hollywood service station when he got his first picture break at the Fox studio, has answered Gayle Mynatt, advertising model.

Charles H. Cooper, father of Gary Cooper, has filed suit in Los Angeles seeking \$50,000 against a motor company for alleged injuries he received when run down by an auto in Hollywood.

Z. R. Ho, once a child actress in pictures, married a non-professional in Hollywood.

Joe E. Brown and Lyle Talbot are expected to return to China next spring. Lloyd Bacon also may go along on the trip. Frank Hawks, the flyer, will be in China at the same time and will advise them in the tour.

Burglars entered the home of Janet Gaynor in Los Angeles, but the police were unable to ascertain the amount of the loss.

Stephen McDonald, gardener for Hollywood studios, has been called to Washington by war department to confer on one of his patents—a gadget to use on high speed artillery tanks and ambulances.

David Jack Holt, seven-year-old picture actor, had a contract with his agent, Max Singrin, approved by the L.A. superior court deputy.

Peggy Fears, of the Coast, said that N. Y. reports that she was going to divorce A. C. Blumenthal were premature.

Alton Thorton, Tully, son of Jim Tully, writer, has been granted a new trial in Los Angeles on a charge that he attempted to attack a girl in his picture.

Henry Kleinback, who has played the villain in "The Drunkard" in Hollywood for 55 weeks, was arrested last week on charges of drunkenness.

Wife and four children of Russell Hicks, Warner player, have arrived in the Coast from New York. Hicks just finished part in "The Firebird."

Nils Asther must appear in the L.A. superior court Aug. 30, on contempt charges because he has assertedly \$5,000 behind in alimony payments to his former wife, Vivian Duncan.

Patricia Hawthorne Davis, former film player, divorced in L. A. from Donald Stetson Davis, theatrical booking agent.

Jim Davies, masseur at the Para-

Mid-West

Eileen Riley, chorus girl, and Charles Bess, musician, both at the Colonial Village at the World's Fair, were seriously injured in an automobile accident in Chicago.

Mrs. Marie R. Thatcher filed suit for divorce in Chicago against her husband, Cleo, broadcasting engineer for NBC, on grounds of cruelty. Noble Slesinger, who played the Handy and other took parts in the "Sing a New Song" drama at Soldier's Field in Chicago.

Violence at the World's Fair for more marriage publicity in Chicago. George O'Hare is new general manager of the Irish Village at the World's Fair. Hearings for dissolution of the Village. Liabilities of the Village are reported to be above \$115,000, and assets about \$50,000.

Convention of the K. of C. opened in Detroit, Mich., with endorsement of the picture campaign.

Creditor with bill of \$342.04 filed suit in Chicago against the Italian Village at the World's Fair for dissolution of the Village. Liabilities of the Village are reported to be above \$115,000, and assets about \$50,000.

William Green, A. F. of L. president, to attend the dinner for George E. Browne, new presy of IATSE, in Chicago.

Dutch Village at the World's Fair was thrown into bankruptcy court by six creditors claiming \$4,500, and charging it was over with debts of more than \$125,000.

House Reviews

PALACE, CHICAGO

(Continued from page 15)

would have fit. Opener was "The Great Gretanos in their smooth aerobatics. The group of five was a little heavy on the smooth turns. They were good and liked by the audience. Harry Rose then came, opening his line of chatter and gags and comedies. He was a bit rough and proceeded to Hollywood on a train. The family has been in Alaskan waters.

In duce spot was Sidney Page with his company of Peggy Earl, Ruth Rade, and a male stoner, doing nonsense that went over. Gertrude Nielsen followed with three songs that won much applause. The audience asked for an encore, but she refused, letting Rose explain that she was tired from the trip in.

Flicker was "Down to Their Last Yacht" (RKO). 1,oop.

FOX, BROOKLYN

Current show is named "Orange Blossoms." Whatever that name may suggest, so far as what is offered, bears no relation to the title. It's a mixture of hardy sophistication and modernistic wild west stuff intermingled with straight vaude turns like Madie and Ray, the De-guachai Jap riley quintet and the "Dance with Your Gods" comedy, the named supplier, the comedy for the show and it's a life saver.

Coming just before the closing Madie and Ray, rope twirling pair, the "Dance with Your Gods" comedy, the named supplier, the comedy for the show and it's a life saver.

A blonde feigns to sing in the opening ensemble and later parries some "dances" with a partner in this chatter lacks good taste as well as originality. The girl in an abbreviated costume polishes off with a strut, her main achievement.

The "Dance with Your Gods" comedy, of course, need no extra comment. Their clever foot balancing and tumbling has been recorded sufficiently before.

Gillette attracts his band for a couple of numbers, but what's hard to get is where he flured one of his renditions can suggest anything like the "Dance with Your Gods" comedy, the named supplier, the comedy for the show and it's a life saver.

The "Dance with Your Gods" comedy, of course, need no extra comment. Their clever foot balancing and tumbling has been recorded sufficiently before.

The usual scenery, potities plus "Defense Rest" (Col) as feature. His Friday (Change) day night no hot. Shan.

New York Theatres

RKO THEATRES

86" ST. Wed. to Fri. Aug. 29 to 31
LUMINOUS Jimmy Durante in "Strictly Dynamite"
81" ST. —and—
"The Party's Over"

On Screen Robert MONTGOMERY MAUREN O'DONOVAN in "HIDE-OUT"
On Stage—MICHEL FOKINE BALLET
55c

JOE LEE'S 13 MON. FRI. 10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31
"THE WILD MOVES ON"—Franchot Tane, Madeleine Carroll
Also Jack Dorsey and Orchestra
Paul Knell-Foreman and Alvin

FRISCO'S NEW 'BARBARY'

'COCKTAIL HOUR' 24 HOURS A DAY

400 Spots, Some Crummy,
Some Sedate at Two
Bits a Shot—Drag Trade
from Hotels and Better
Menu Hoisting Places

NO DEPRESSH

San Francisco, Aug. 27.

This town has gone cocktail crazy. There are 400 establishments, joints and dumps that call any hour of the 24 'cocktail hour' and they have taken the smart and so-called wise trade from the hotels and better dining places.

These spots handle from 50 to 500 customers at a time and all of them show signs of prosperity. Most folks in this town pick noon as the cocktail period, but from then on until long after the dinner gong sounds they dish out the spirits which keeps the trade around.

Prices are cheap compared to the present day standard of established tariff. All sorts of straight drinks in the majority of the places, as well as mixed ones, for 25c. Some make a specialty of champagne cocktails—California vintage—for which an extra dime is charged. Many of the spots serve undiluted and untampered spirits. The hit and run spots have the cheapest drinking fluids and the wise ones, especially in the establishments with entertainment, call for the unsealed package which is left on the table and measured at the end of the session.

200 Downtown

In the downtown area there are almost 200 of these so-called cocktail parlors. Some of them run on the bar basis only, with others trying for the edification of customers to serve them a bit of entertainment, using what they call the 'A' and 'B' girls as the bait.

The 'A' class are known as the straight entertainers and do not mix with the regular run of customers at the bar or tables. The 'B' contingent are strictly drink skills and work mostly on a small guarantee and commission to urge the buyers to loosen their wallets. These girls are always served with a down drink, which is either hot or cold tea, and get their percentage from these drinks, but not from those the customer buys unless he is a wine chump and goes strong for anything in grape they toss out. If these establishments were segregated in one area the best definition one could give the layout would be the New Barbary Coast.

Entertainers in these cocktail parlors, which also have restaurants attached, depend for more than half of their nightly income on tips. It is made obvious to the customer that the cash must flow freely as otherwise the entertainers are occupied elsewhere. They have the small three to five-piece dance orchestras which play one verse and two choruses and stop. Then when the jingle of coin goes down the trough of an old gramophone horn the boys start again and again until the dancers get tired of reaching into their pockets for silver.

No Intro, No Need

No one needs a need or introduction to get into any of these places. Some are on street floors, others on the second and some on the top floors of office buildings. They are supposed to be clubs but anyone going in is a member in good standing as long as his purse holds out and he keeps his mental equilibrium. There is little if any rowdiness and if the latter should occur the 'Flying Squadron' is on hand.

The better class of these parlors are known as membership clubs,

and but for a few exceptions one finds it easy to join up with the display of a business or fraternal card or mentioning the name of some prominent local. These places are strictly business. There is no chance for the pickup chap or the gigolo as the patronage of a lot of these establishments is more than 50% women. A number of these places are elaborately but tastefully furnished and possessing the atmosphere of the lounging room of a high class club. Bars are in one room with divans in pairs laid out so that parties can be separate or join if they choose.

In this room the gent, if not escorting a woman, must do his sipping either at the bar or in the settees in front of which there is a small serving table. The ladies may come into the barroom if they choose, escorted or unescorted, but cannot stand at the bar alone. They must occupy the wall settees and the club officers see to it that there is no chance acquaintance made.

Then in the other or larger room there are divans to the tune of around 250 where the ladies escorted and unescorted hold sway, but the stag male is taboo. As a rule in these spots they have a trio of musicians and singers who provide the dance and vocal entertainment. The tariff for drinks is no more than that in the 'slum' joints, with the business man and office worker as well as the shoppers providing the heavy play from 4:30 to 8 p.m. or thereafter.

2000 Take Weekly

Some of these places are reported turning over a take of \$3,500 to \$5,000 a week, with the cheaper places doing anywhere from \$350 to \$1,000, and the average take for all of the spots reported as between \$15,000 and \$200,000 a week.

These places have kicked off the tea dance in hotels entirely besides knocking the night trade for a row. None of the hotels today has a class band and the principal ones now depend on the old-fashioned type of entertainment for their take.

The Palace has the 'Drunkard' as its offering. Fairmont, besides having a dance band, is offering a similar show. Mark Hopkins, the topper of the hotels, has just a band, while the St. Francis is minus music altogether.

Dance halls likewise are howling. Their trade now hits for the 'slum' spots and is perfectly content with the hit and run type of music they can get in the newfangled cocktail parlor.

There are several cafes opening at the cocktail hour which cater mostly to the dance mob. Most prominent of these is the Dal Taberin, recently opened with Tom Gerun and his orchestra as well as a floor show. At the Edgewater Beach, Ruben Wolf with an outfit of musicians and entertainers is holding forth, with both places doing plenty over the Friday to Sunday periods. They seem to take care of most of the trade that one formerly saw gracing the Palace, Fairmont, St. Francis and Hopkins supper rooms.

Though San Francisco went through a general strike and has had all the depression ailments, the locals and visitors are 'cocktail minded' and are no slouches with respect to seeing the places, regardless of type or service or merchandise served, well supported and patronized. So far as cocktail or night life is concerned Los Angeles is just a small deserted cemetery compared to the Century of Progress appearance of its sister at the Golden Gate.

BIRTHS

Mr. and Mrs. James Faucett, daughter, in Chicago, Aug. 26. Mother is Charlotte Whiting.

Mr. and Mrs. Allan Clark, daughter, Aug. 17, in Oklahoma City. Father is arranger for Phil Harris' ork.

Mr. and Mrs. George McGarrett, daughter, Aug. 22, at Los Angeles. Father is western program director for CBS.

Mr. and Mrs. Joseph T. P. Sullivan, son, in Doctors' Hospital, New York, Aug. 25. Mother is the former Grace Brinkley, musical comedy player.

Classy Audish

(Continued from page 1)

dancing couples especially retained by the NBC, which is sponsoring the audition, will dance in full formal tails, etc., in order to re-create for Nelson Rockefeller and his associates an illusion of how continental orchestra layout will edify the swank patronage which the place hopes to equal.

With Ray Noble's importation from Europe stymied, Gluskin, an American who has played in the principal European spas and capitals, is being offered by NBC as a substitute in order to meet with the Rockefeller standards of something very 'continental'. A girl singer with the band and a native Cuban warbler will assist Gluskin in effecting the illusion of how swank on the hoof will look in the Rockefeller lobby.

NBC is further interested for prestige purposes in view of its Rockefeller connections in city affiliations. Had the Hay Noble booking gone through it would have been solely to the credit of indie agents, Tommy Rockwell and Cork O'Keefe.

No Classifying

(Continued from page 1)

leaders with an immediate protest to the whole idea.

Dangerous Precedent

It is dangerous for Hollywood to classify pictures. The industry not only stands to lose millions yearly in trade but the very tabling of a picture in front of a box office is an invitation and incentive for law makers and arbitrators to put through state censorship.

As the result of this contention made by some of the most experienced lobbyists in Haysian ranks the matter of classification, urged by churchmen as one remedy in the industry's purge-story and approved by many Haysites, seems certain to be modified, if not abandoned entirely.

Already the Coast had been warned by the east to quit all talk about pictures for adults and minors. In the legal sense of the word a minor is anyone who is under 21. Hollywood has been advised, which would mean that many parents and self-supporting young people could be admitted only at kiddie picture shows.

If there must be a classification in the long run the lobbyists would have exhibits hang out only one shingle reading to the effect: "Not Recommended for Children Under 16."

A second sign calling attention to the child-like qualities of a current entertainment would only serve as a barrier for adult film shoppers, it is contended.

Even at 16, anti-classifiers see trouble. The restriction from any phase is regarded by such lobbyists as just another prohibition law. Exhibits would still close their eyes while kindly adults accepted the youngsters' money and brought them in.

And what is an adolescent, certain of the Haysites are asking? Some children at 14 have more sophistication than others at 25, etc.

On the other hand certain of the Haysites long before the recent church trouble have held that picture classification is the only way out—that the morals of the next adult generation will always be a case in dispute between outsiders and the film business.

Hollywood, Aug. 27.

Indie producers have agreed to put all of their pictures through the Joe Green purity machine and accept Hays office seals instead of continuing with a threatened fight to force the supplying-out-of-the-Hays hands to some organization under the Code Authority.

Following a notification from the Hays office that the indie could have the Green service free the producers met here and on August 27 New York distributors, appointed L. E. Chadwick to be their clean-up rep.

Chadwick will sit on the Hays board whenever indie scripts or pic-

Bonanza Revisits Calneva Lodge, With Easterners Biggest Players

INT'L SOURDOUGHS IN HEAP BIG CONVENTION

Tacoma, Aug. 27.

International Sourdoughs (Klondike strike blazers) Convention biggest and best publicized event of its kind in Northwest, closed with thousands of old timers living their lives over in Alaska, even to the tin piano songsters, now 60. There were more features, more money spent and more huzzah with front page layouts in all papers, radio broadcasts, etc., in history of city.

Ocean going steamer chartered; large park was leased; one hotel taken over and kegs and kegs of beer. Gold nuggets were used in some instances and sand gold was weighed and spent.

There was every kind of game cards, and the boys and girls were whooping it up from the start.

'Klondike Kate' Rockwell was a feature. Robert Crawford from Radio City, N. Y., was featured at one of the concerts held in a huge outdoor stadium.

Newspaperman's Hunch

Jack Lait sailed for Europe last week for no particular reason.

For one thing his son, George, 's now in London for Universal Service, but Lait also went over at this time on the theory he'd rather be in Europe for a spell in order to be near Hitler when something happens.

Similarly Lait happened to be in Chicago when Dillinger was killed by the authorities.

MARRIAGES

Ellis Mae McManus to Ernest Van Pelt, Aug. 15, in Fullerton, Cal. Groom is in Metro's Coast publicity department.

Charlotte de Lovelace to David White Hitchcock in Las Vegas, Nev., Aug. 20. Groom is an assistant director at Mayfair studios on Coast.

Goodloe Stuck, designer at the Berkshire Playhouse, Stockbridge, Mass., to Miss Jane Wilcoxon, drama student, Aug. 15, in Carmel, N. Y. Bride's home is in Chicago.

Kenneth Harlan to Helen Spelner, Chicago dancer, in Elmhurst, N. Y., Aug. 20. Attendants were Mr. and Mrs. Al St. John. All comprise a vaude act.

Pearl Jasie to Ira Wolsey, in West End, N. Y., Aug. 26. Bride is stepdaughter of former Mrs. Joe Leblang.

Irwin Lubinsky to Rosalind Steiner, Aug. 22, in Kansas City. Groom is with Lubinsky theatre circuit.

Verce Teasdale to Adolphe Menjou at Los Angeles, Aug. 25.

Marvin Graybeal, assistant manager RKO Orpheum, Des Moines, August 19, to Mary Lou Maltz, non-pro.

George Rhein, head property man at Columbia studios, to Mary Wade, August 25, in Hollywood, Calif.

Oislow Stevens, Universal featured player, to Phyllis Cooper, drama student, Aug. 26, in Yuma, Ariz.

Connie Lowenthal to Herbert Finkelshten, head of the poster department of Warner Brothers, Newark, in Newark.

Jean Howard, show girl, to Charles Kenneth Feldman, Hollywood lawyer-agent Harrison, N. Y., Aug. 25.

tures are up for purification and a tentative scale of charges for the service has been arrived at which will yield Chadwick around \$7,500 a year.

Understood the Hays office and the indie have agreed that while no charge will be made by the former for its purity machinery that later some sort of remuneration per picture will be asked.

Reno, Aug. 27.

Bonanza days are back again at Calneva Lodge. Resort spot 30 miles to the west and straddling the state lines, as the name implies, is making its biggest splash since Clara Bow pulled her famous ringer.

Incredible it may sound, but the heaviest play at the casino is by the eastern crowd. It seems a long distance to stray for a whirl at roulette, the fortune wheel and other devices, but there they are and those signs on the checks don't lie.

In the olden, golden days Calneva caused quite a ripple when some enterprising newswoman planted a story to the effect that the accumulated wealth of those in the casino at one counting of noses approximated \$600,000,000. There are no such minions of Midas around the green baize this season—or anywhere else, for that matter—but the comparison is not altogether disgraceful. Not unusual are \$50,000 nights at the gaming tables, and 75% of that take is paid to represent eastern coin.

Divorces

Heaviest play at the lodge comes from the short-term residents of the Nevada metropolis, the great melting pot of the west. Usually a divorcee is attended by a merry mob while she passes her required visit incident to the trip to the courthouse and they are all for taking back some Nevada gold. Calneva being the most promising and most publicized spot in these arid spaces, there they skip.

The spot is tops anyway one looks at it. New Yorkers who have dined on the best sing the praises of the cuisine. Even with a tap of two bucks-fifty for a dinner, the house takes a 10 grand loss on the season in that department alone. The bars also operate at a loss, if one believes the operators. It's all part of the lure to pay court to lady luck.

However, it's not all loss away from the spinning wheels and cackling dominoes. Biggest cleanup on the outside is in the leasing of the place. So great has been the demand this summer that the best Uncle Tom's bring around about \$2,000 for a five-month tenure. Unless a reservation is made early enough it's a case of camping on the old-tent grounds.

Hard by Calneva is Lake Tahoe, second to none for its native scenic beauty. All manner of aquatic sports are indulged by the visitors and there's been no skimping on the layout. Dude ranch facilities are to be had for the asking. Place is conducted in such a way as to discourage the jalopy trade.

Nevada Gambling

Spot is probably the most unique in the country. Lodge squats across the boundary line with gambling restricted to the Nevada side. Across the white marker on the floor is California and the dance pavilion. Ted Dahot's ork from Los Angeles, a hot cast fav, supplies the urge to swing over from the green cloth to the wax boards. Reno stationer tunes the tunes over a 33-mile line, said to be longest ever used.

Gambling concession is protected by the full majesty of the Nevada law. There is little chance of a recurrence of the Clara Bow incident several years ago, when the picture actress repudiated her signature on an advance by the house. Notes and checks are legal tender at the tables and the housegoes yawns for anyone who signs a phoney or slips.

Calneva season runs from June 15 to Labor Day. There's talk of extending the semester this season to Thanksgiving and, if done, will be the first time since inception eight years ago.

Ted Lewis is now the weekend attraction at Vivian Johnson's at Monmouth Beach, following Ernie Madreguera. Latter shifted to the Central Park Casino. Ernie Holst is due back at the Casino later on.

Broadway

Alta Blumstein in town. Anita Loos seeing people in town. Harry Lash's mother broke her arm.

Edward G. Robinson back from vacation. Charles Bickert negotiating "Keep Making It".

They're heading to Hollywood any day now. Epidemic of Broadway picture house scheduling.

Theatrical Hall will decide this week on that new show offer. Dorothy Brown and Joey Keith are at Saratoga and 21, too.

Grace Valentine back after six years on the coast in films. Brook Pemberton getting New York habit over west ends.

Mary McCormack had her appendectomy Wednesday (23). Mrs. John Flinn returns to the Coast right after Labor Day.

A.M.A. will toss a banquet for Spillie Tucker on her return. N.Y.C.'s Paradise restaurant revue set for Educational short by Joe Rivkin in three weeks.

Wally Bauerlein proudly driving new wagon back to New Orleans. Maggie Teyte, British singer, due in New York for some radio work.

Dorrell Cox, commissioned to lay seven to five that the Endeavor lifts the Lupton cup.

N.Y.C.'s Paradise restaurant revue set for Educational short by Joe Rivkin in three weeks.

Stage-of-show-his-activities around the midtown rehearsal halls. Flock of new acts rehearsing.

Ben Uchler's Terrace restaurant, with world's largest sidewalk cafe, prominently tonight (Tuesday). Arnold's 15 Washington Square No. 1, near Barney Gallant's, shuttered for the summer and may stay that way.

John Wheeler, another ignomine back from the coast, goes into "Strangers at Home," Longacre, next week.

Joe Haddi, recently wed to Grace McCarthy, back from honeymoon and on job at Guild press department.

Theatrical p.a.'s flocking to Lew Landorff's Salmon Tower skyscraper to have their bay windows lifted.

Moscow Rouge, Rockaway Beach night bouncer by Edon Restaurant, Inc., in involuntary bankruptcy.

Horace Brahman has sprouted a moustache out of respect for his part in Junior Brady's "Too Many Heats."

Arthur Lipper, Jr., who, as K. A. Reiter, debuts "The Night," evokes his checks by his reversed surname.

Continued cool weather keeping the rehearsal air settling down on the overhauls. July was their big moment.

Jack English, vet vaudevillian, who underwent a leg amputation recently, gets a benefit show in Freeport Sept. 12.

Snorts writers descending on Ferndale, N. Y., for camp hosting of Jennie Grossinger. Barney Ross training there again.

Constance Carpenter and Rocky Twins into St. Moritz resort succeeding Homay Bailey and Lee Sims. Leave Delacorte musical studios.

Rodney Bush of the Paramount home office publicity department goes to the Coast studio in September to become assistant to Bill Pine.

Francis A. Mangano suddenly to London care of the Par office Saturday night. It's in connection with London and Paris staghound politics.

Walter St. Denis repeating as P.A. for the Rosen-McLarnin match dated for the hard-hold Sept. 6. Also publicizing dog track at Linden, N. J.

Charlie Williams and Marcy Klaber authoring "Al Christie" shorts for Jack at Skirt (Educational) at the Paramount Astoria studio.

Billy Rose sending his first Casino de Paris show on tour. Meantime Ray and Sunshine (Hudson Wonders) have been added to Rose's Music Hall.

Wee Willie Robyn enticed over the hole-in-one at the Totem golf course. Averill Park, N. Y., in company of songwriter Henry Tobias and Charles Collins, pro.

Gertner's restaurant picks up a changeable numeric indicator showing how many days the union waiters have been pounding the wall in front of the eatery. Clock reads over 220 days.

Cops stationed at the Victoria hotel where the visiting Mussolini Fascist band is headquarters, and likewise surrounded Carnegie Hall, just in case. Little happened save at the first Carnegie concert.

Budapest

By E. P. Jacob

Irene Zilchay back from Paris for a vacation. Gitta Alpar had her nose successfully operated on.

Paul Javor, actor, married to Olga Landesmann, non-pro. King and Queen of Siam here—first royal visitors since the war.

Kay Francis and her friends here that she intends to spend a month in Budapest in September. Local producer planned screen-

CITE

London

ing Mohlar's "Guardians," but gave up because no actor can be found here to play the part adequately.

Political disturbances in Austria causing a boom in Hungarian resorts. Everybody who felt paucity in neighboring Austria came down because of it.

Opera performance of "Tragedy of Man," Hungarian classic, in Cathedral Square at Szeged great success. Austria's new Chancellor Schuschnigg flew down from Vienna to see it.

Hunnia Studios booked for months ahead. Great demand for another studio with modern equipment in Budapest, but transformation of already existing Star studio, long disused, into a modern sound plant would cost too much, so project is postponed again.

Madrid

Wind-ill Sheehan expected. Luana Alaniz back to Hollywood. Argentina sailing for the Argentine.

Antonio Estremera, playwright, ailing. Eddie Garrison due over in September.

Edward Kellerman, author, o.o.-ing Mallorca. Manuel Fernandez de la Sombra, actor, under the knife.

Carole Villard and Mariano Asquerino, of left, divorced. Consuelo Mateos Fernandez and Alfonso N. Candel, actors, married.

Wills at Marjorie and the Misses back to Barcelona after a look-see in Portugal.

Vicente Escudero touring provinces, private show up on Spanish regional dances.

Mimi Montani and Luis Rosas organizing a stock company for a provincial tour.

Fernando, RAQ announcer, off for a month's vacation along the northern coast.

Vicente, highlight critic of "El Universal," Mexico City, glimmering the lights here.

Harry Flemming's stage unit jumping from the Coliseum to the Comedia theatre.

Maria Fernanda Ladrón de Guevara divorced from Rafael Irujo, both local stars.

Leo Secor to end in a Viennese musical at the Duke of York's theatre, opening due Sept. 18.

Glenn Elynn rented house in Chelsea, New York, for himself, Henry Arthur Jones, playwright.

Emil Forst of Universal City here to look after Universal's story department.

Harry Dent cutting his vacation for important business deal pending with an American firm.

Bob Greene to undertake Blanche Hale in the next Walter-Hovos production at the Hippodrome.

Edmund Gwenn's valet has more to say on all subjects pertaining to Gwenn than the star himself.

Daughter born to Jessica Tandy Aug. 14. She achieved fame as Manuela in "Children in Uniform" here.

Allied Film Productions, formerly Vogue Films, being told by their backers to drastically cut the overhead.

Contrary to reports, Hippodrome, Golden's Green and Streatham theatres will continue their vaudeville policy.

Billy Rose after the Piccadilly theatre, to turn it into a Cite de Paris, but liquor license may hold up.

Harry Pringle, former stage director for John Southern's ventures, to stage-manage the radio show at the Olympia.

Jack Waller and Bobby Howes musical opening Glasgow Aug. 27, and coming to London Hippodrome end of September.

Leslie Howard reading J. B. Priestley's latest play before deciding whether he'll star in it with "Tulnagh Bankhead."

Palladium management so delighted with Mrs. Cardini's bill-ho costume it asked permission to copy it for the house ushers.

Patience, the "Boothside" crossed about \$15,500 in its thirteenth week at the Tivoli, which exceeds its intake in the last five weeks.

Dances named in decorators' hands awaiting now Priestley comedy: "Labyrinth Grove" moved over to Queen's theatre meanwhile.

Patience leaving the Paramount Brixton theatre to become manager for the reconstructed United Artists' London Pavilion.

Edward Laurillard instrumental in getting exhaustive film tests of Maria Solvez and Henry Molison, with a Paramount hook-up in view.

Principals for Christmas pantomime at Drury Lane already signed are the Three Sailors, Phyllis Neilson-Terry, June and Revell and West.

Captain Harold Auten here. A. J. Balaban and wife here.

King Victor victim of pneumonia poisoning. Eddie Cain in hospital with broken ankle.

Palladium lining up an all radio show for Oct. 2.

Maurice J. Kandel around taking in most of the British films.

Arthur Lewis handling Owen Moore for vaudeville over here.

Dave Bader taking flowers to his secretary, who is ill in hospital.

Posters agency to move into bigger premises at Piccadilly House.

"French Salad" moves from the Westminster to the Royalty, Aug. 29. Kate Goodson, Hanne Swaffer's secretary, in hospital for operation.

Arthur Jarratt off to Scandinavia Aug. 29 for a long-delayed vacation.

Son born to Kay Hammond, actress daughter of Sir Guy Standing, Aug. 16.

Tommy Whelan son of Albert Whelan, making a name on the air in Australia.

Ralph Ince completely recovered, and now joggling at Warner's studios here.

Palace advertising "Charles Collier's 21st Revue" as coming attraction Sept. 21.

Low Lipton to write script for next Jack Hulbert picture for Gaumont-British.

Leslie Bloom and Arthur Hammerstein's daughter reminiscing on her former occupation by Al's "Fair in Love."

Glady's Tudor-Owen, Palladium's pretty publicity bound, off on three week vacation.

Christie, under-going extensive re-decoration during its closure month of August.

United Artists signed to handle Stanley Lupino films, first being "Al's Fair in Love."

"Affairs of Cellini" goes into Leicester Square theatre Aug. 31 for world premier release.

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the Coliseum, were originally pencilled in for General Theatres, with C.T.C. squawking plenty.

During his act at Streatham theatre, Bobby May squirts a syphon for a comedy laugh. At end of act he found his pay check minus \$48 for damage done to front cloth.

Westbrook Pavilion, Margate, running a roadshow headed by Nina Mae McKenney, Will Hay and Herbert Henders, opened to near \$1,000 the first day, which is a record for house.

Baye Apollon threw a party at the Park Lane hotel, Aug. 9, in honor of Burns and Allen. Among those present were Val Parnell, Harry Potter, Jack Curtis, Rufus Le Maire, Sophie Tucker, Diamond Brothman, Marguerite and Le Roy, Henry Sherock, Fannie Ward, Jack Dean, Senator Murphy and a number of Americans not connected with show business.

Paris

By Bob Stern

Mrs. Lewis Selznick in town. Clark Minter back from London.

Town emptying for Aug. 15 holiday. Harold Smith off to Normandy again.

Michael Fagner, back from China, at Deauville.

Pickard's Chinese Syncopators playing Rex.

Edith Gordon, M-G-M writer, passing through.

Pitoff troupe reported taking Albert I. theatre.

Hotel frequented with "Rose of Georgia" revival.

Walter Hummel off to Pyrenees to work on "Requiem."

Hilaire Hill closing up his studio and going for N. Y.

Jack Connolly of Pathé News in town on European tour.

Marie Bell picking Oct. 2 to open Ambassadeurs with "Miss Her." Overture to open Oct. 5 with untitled piece by Armand Saharon.

Curtis Melnitz back on job at United Artists, after Riviera rest.

Mary Marquet and Escande playing "Sapho" at the Deauville Casino.

"Nu 31" (Naked 31) title of re-opening strip show for Concert Magasin.

Beatrice Wanger spending month at St. Paul, inland hill town behind Riviera.

Sakharoff sailing Friday (17) from Marseilles for six-month tour of Far East.

Yvette Guillert touring resorts—Deauville, Rivabella, Vichy and Aix-les-Bains.

Victor Boucher returning from Calcutta to rehearse Paul Fardaly's "Do mi sol do."

Fred Jacobs starting to shoot "Mademoiselle Spaul" for Fox at Pathé Joinville studios.

Joe Bridge interrupting seaside tour to rush to Paris for an operation. Dolores Costello, tennis champ.

Henri Varna deciding to keep Casino de Paris open through summer to compete with Folies.

Fifteen Polish and twenty queens passing through Paris on way to contest in Hastings, Eng.

Robert Trebor, director of Theatre Miro, to New York for a few days to look over "Empire" picture.

"Empire" picture to reopen with "Scarlet Empress" (Par) and afterwards return to vaudeville.

Neve Polgar begins show already in rehearsal. To open in September.

Lubina Reichenbach in town.

Suzanne Lenglen to have a bit in "School Days," film to be made in London.

Meg Lemonnier vainly trying to stay inco during vacation at tiny hotel on Ile de Brehat, off Breton coast.

Cinema des Champs Elysees announcing five weeks of revivals, including "City Lights" and "Cavalcade."

Raymond Cordy, film actor, returning to legit next season in Henry Decoin piece, "Complicated People."

Orchestre forced to quit Theatre des Champs Elysees. Will play at Opera Comique next season.

Bill, rehabilitated after fire, to reopen Oct. 3 with musical farce, "Cocktail 31," by Jean Latray and Francis Lortie.

Forty thousand persons so far have paid admission to Cine Ave, boulevard newsstand house, to see Camera-theat film.

"Merry Widow" to be revived at Gaites-Lyriques by Andre Messager's "Cups de Roule" (Rocking the Ship) goes on there.

Thick de Richemont out as Paris editor of Fox Movietone, off to New York. D. O. Smith, leaving, replacing him at Fox.

Saul Colin, who has sold his share in Raspail 316 to his partner, Paul Gerette, giving cocktail party at theatre as farewell gesture.

Louis Jouvet, after opening Athens with revival of Giraudoux's "Zephyryon," will put on "Constat Nymph," adapted by Giraudoux.

Hollywood

Jack Whitney in for big. Ramon Novarro in "Frisco." Patricia Ziegfeld going talent scout.

Russell Hall opening his portrait gallery. Jean Muir pinched for speeding in Palo Alto.

Max Baer's "Light at WB" retitled Robert Light.

Mrs. Norman McLeod hurt in an auto accident.

Madeline Evans planning air voyage to Manhattan.

John Dos Passos hit again by tropical illness.

One can now smoke in the best theatres in L.A.

Travis Banton escaped uninjured in an auto smash.

Abe Montague due in for confinement with Harry New situation here.

Jane McGuire visiting brothers William Anthony.

Clarence Brown bagged a rattlesnake on his lawn.

Francis Croizat, French playwright, ogling flickers.

Inez Wallace in town for the Cleveland Plain Dealer.

Spencer Tracy's illness slowed Fox's "Marie Galante."

Ann McIlhenny, film ed Buffalo Courier, lamping studios.

Noel Madison returning to London after five year absence.

Garbo's name on the MGM studio phone roster for first time.

Antoinette Keller in from London to look over "Lulu Stink."

Mona Maris slips to Havana to do one for Continental Films.

Al Williams, tab musker producer, in New York situation here.

Donald Crisp returning to Scotland via slow boat for vacation.

Herb Brogan and Robert Horsington joining Al Kingston agency.

Robert Gordon, W. A. McGuire on scripting U.S. "Great Ziegfeld."

Allen Rivkins farwelled Leonard Sibirak's going away with cocktails.

Paul H. Allen, cameraman, back from Gotham after two years' absence.

Nick Porpan couldn't stand dignity, so he's dropped the John and is Nick again.

Warner's asked Richard Corley to go back to New York legit, and put him in "Tam a Thief."

Abe Lastfogel, his wife and Mrs. Benny Holzman trekking back to Georgia.

Roman Freulich, still man, gave "Prisoner," a short he produced himself, to DuWorld to distribute.

An unlisted telephone number. Gindys Frazin Banks, spouse of Monty Banks, in from England, guested at George Walsh ranch.

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OBITUARIES

RAYMOND FINLAY

Raymond Finlay, 72, veteran stock and vaudeville actor, died Aug. 15 at Onset, Mass., after an eight-week illness.

He started his career as a member of the Boston theatre stock company and remained there eight years. He was with Charles Hoyt's 'A Texas Steer' and 'A Temperance Town' companies and on conclusion of that engagement formed a vaudeville team with his wife, Lottie Burke, and together toured the country on the Keith, Klaw & Erlanger and Orpheum circuits under the name of Finlay and Burke.

Later he played with George M. Cohan's 'American Ideal' company and Hap Ward's 'Trouble Makers'.

municipal theatre at Orange, France, died Aug. 13 at his home at Perleux, France. He was a member of the Theatre Managers' Association and of the Authors' Society.

HARRY LORRAINE

Harry Wolf, known as Harry Lorraine, 54, died suddenly in his home in Astoria, L. I., Aug. 22. He was for 14 years with Fanny Marcus' booking agency and following the latter's retirement opened an office for himself.

He is survived by his widow, a brother and two sisters.

George N. McElroy, 56, box office treasurer in several Broadway the-

In Loving Memory of

WILLIE BERGER

Sept. 3, 1932

ADDIE MILTON IRVING

His last important engagement was with Eddie Dowling's 'Sally, Irene and Mary' troupe.

Surviving are his wife, two daughters and three grandchildren. Interment was at Onset, Mass., his home for many years.

ALLAN R. BISHOP

St. John, N. B.

Allan R. Bishop died recently at his home in Hedgesport, N. S. He was a pioneer moving picture exhibitor, establishing the first picture house in Bridgetown and Lawrence town, 30 years ago. He was a scene painter prior to becoming a picture exhibitor, and had been employed in Massachusetts stock houses for some years. He painted all the scenery as well as the inside and house decorations for his two theatres. His second wife was a partner of his in theatre operation in recent years.

Surviving are his second wife and one child by his first wife. He was born in Annapolis Royal, N. S., and at one time operated, in conjunction with his wife, four motion picture houses in the Annapolis Valley.

'JOLLY JENARO'

George E. Wagner, known to circus folk as 'Jolly Jenaro', committed suicide by hanging in the Milwaukee home of his sister, Mrs. Olga Rhineland, Aug. 25. He was for

atres, died after a lingering illness Aug. 24. Funeral at St. Malachy's, N. Y., Aug. 23, remains being sent to Washington, D. C. Most recent ticket engagements were at the Cort and Craig theatres.

Joe E. Rays, snake charmer and of Aztec Indian extraction, died at his home in Hedgesport, N. S. He was a pioneer moving picture exhibitor, establishing the first picture house in Bridgetown and Lawrence town, 30 years ago. He was a scene painter prior to becoming a picture exhibitor, and had been employed in Massachusetts stock houses for some years. He painted all the scenery as well as the inside and house decorations for his two theatres. His second wife was a partner of his in theatre operation in recent years.

William Minor, stage carpenter with the Singer Midgets group for 15 years, dropped dead during a rehearsal of 'Keep Moving' at the Forrest, N. Y., Aug. 20. He was a member of the Chicago stage hands union.

Arthur Liebes, an electrician at the Music Box, New York, died in Tucson, Arizona, Aug. 21, two weeks after he arrived from the east. He had been afflicted with tuberculosis for some time. Remains were brought back to New York for burial Saturday (25).

Jeannette Leavitt, wife of Leo S. Leavitt, former manager of Poli's theatre, Washington, died in Chicago Aug. 16. Interment at that place.

Thomas Grimes, 47, stunt rider for Coast studios, died in Tujunga, Cal., Aug. 19. Survived by his widow.

MRS. BENJAMIN WARNER
Mrs. Benjamin Warner, mother of the Warner brothers, died in Hollywood Aug. 27. Details will be found on page 2.

Incorporations

NEW YORK

Trio Consolidated Corp., pictures; capital stock, 20 shares, no par value. Lawrence S. Bolognino, Max Richter, 1250 Broadway, and John W. Springer, 2521 Broadway, all of New York.

Loft Theatres, Inc., theatrical enterprises; capital stock, 100 shares, no par value. Milton H. Fox, Harold I. Scharf and Herman Young, all of 1170 Broadway, New York.

Sunlight Corp., theatrical enterprises; capital stock, 10,000 shares, no par value. Robert C. Cohen, 115 East 10th street, Brooklyn, and Jacob A. Koepel, 50 West 77th street, New York.

Broadcast Pictures, Inc., theatrical enterprises; capital stock, 100 shares, no par value. Robert C. Cohen, 115 East 10th street, Brooklyn, and Jacob A. Koepel, 50 West 77th street, New York.

Waverly Terrace, Inc., theatrical enterprises; capital stock, 100 shares, no par value. Mary Urban and Gretl Urban, 32 Hudson terrace, and Margaret Walsh, 14 Hudson terrace, New York.

Dream Child Corp., theatrical enterprises; capital stock, 100 shares, no par value. Joseph H. Langer, 14 West 11th street, and Elvira L. Ingalls, 11 East 44th street, all of New York.

Dama Amusement Corp., theatrical enterprises; capital stock, 10,000 shares, no par value. Robert C. Cohen, 115 East 10th street, Brooklyn, and Jacob A. Koepel, 50 West 77th street, New York.

Edgy Amusement Corp., Albany; theatrical enterprises; capital stock, 10,000 shares, no par value. Max Hittmick, 236 42nd street, New York; Edwin W. Kowalski, 222 Varney avenue, Brooklyn, and Leona McLaughlin, 1141 Broadway, New York.

Shawna Productions, Inc., theatrical enterprises; capital stock, 200 shares, no par value. Joseph H. Langer, Margaret McCallum, Anna Westerman, and Armina Marshall Langer, 14 West 11th street, all of 444 Madison avenue, New York.

Preferred Theatres Corp., theatrical enterprises; capital stock, 100 shares, no par value. August J. Keeler, Anna Nadelman and G. J. Levinstein, all of 1241 Broadway, New York.

Topical Film Co., Inc., motion, sound, talking picture and film business; capital stock, 100 shares, no par value. I. Prager and Anna Schantz, R. K. O. Building, Suite 2202, Rockefeller Centre, New York, and Sadie Levine, 221 Brightwater court, Brooklyn.

Supreme Burlesque Circuit, Inc., theatrical enterprises; capital stock, 100 shares, no par value. Max Goldstein, 236 West 42d street; George Finch, 269 West 42d street; and Edward Weinstock, 815 West End avenue, all of New York.

CALIFORNIA

Walter Wanger Productions, Inc., capital stock, 2,500 shares, none subscribed. Directors: Loyal Wright, Richard M. Goldwater, Herschel B. Goldwater, all of Tulsa, Okla.

California Drive-In Theatres, Inc., capital stock, 1,000 shares, none subscribed. Directors: Guy Douthett, Chester Black, Seth Perkins, Paul B. Younk.

American Film Associates, capital stock, 10,000 shares, none subscribed. Directors: C. B. Taylor, W. A. Johnson, W. E. Siegel, all of Tulsa, Okla.

Certificate changing name of Majestic Film Distributors to Majestic Holding Corp.

OKLAHOMA

Reynolds Film Range Co., Tulsa, Okla. capital stock, \$12,000. Incorporators: R. P. Chapman, A. E. Anderson and Fred D. Otter, all of Tulsa.

Asiatex, Inc., Tulsa, Okla. capital stock, \$2,500. Incorporators: Alfred A. Drummond, Henry R. Duncan and Leah Duncan, all of Tulsa.

Southwestern Indiana Fair Association, Anderson, Okla. capital stock, \$10,000. Incorporators: William Collins, Malcolm Hazlett and Jesse Ahnkun, all of Anderson.

Stock Market

(Continued from page 5)

1934. Wholesale prices were up to 76.1%, as against 75.4 for previous week and 69.3 for corresponding week in 1933.

Several amusement companies came out with favorable earnings reports. Pathe Exchange, Inc., reported net profit of \$43,643 for six months ending June 30, compared with a net loss of \$54,274 for first half of 1933. RKO Theatres corporation reported a loss of \$183,204 for 26 weeks ending June 21, compared with a loss of \$194,908 for same period in 1933.

Other outstanding earnings reports were made by L. S. Starrett company, American Sunnata Tobacco Corporation, Remington Rand, Inc. (net profit \$15,027 in June quarter, compared with net loss of \$94,090 for same quarter 1933), Jewel Tea company (net profit equal to \$2.51 a share, compared with \$1.09 for same 28 weeks ending July 14, 1933), Atlantic Refining company (net profit for six months of \$2,999,258, compared to net loss of \$1,001,569 in same period 1933), and Hecla Mining company.

Eastman Kodak company and subsidiaries reported a net profit of \$6,715,676 for 24 weeks to June 16. This is equal to \$2.19 per common share, compared with \$1.84 a share for same period in 1933. Improvement in business was reported not only in this country, but also in some foreign countries where company has interests.

As was anticipated here last

week, many of grains about held their own or fell back during week. Interest in grain trading having diminished considerably. Corn continued steady to stronger, and hog market soared to new heights. Feak was reached Friday and Saturday, when top hogs were quoted at \$7.50 per hundredweight, which was near the 1931 level. It also was nearly \$3 higher than price quoted at this time last year. Corn reflected this rise and got up to 77% cents per bushel for September options or more than 26c. a bushel higher than in 1933.

With absence of drought stories and anticipation in a fall business pickup, market promises to go steadily forward unless upset by some foreign influences. Market again appears to be in excellent hands. Speculative interest, too, seemed to have shifted from grains to stock exchange trading. While there was only one day in which volume topped million-share mark, continued interest is likely to see additional big volume days in immediate future.

Although stock operations are at a low ebb and earloadings are continuing to decline, advancing wholesale prices and steady, consistent increase in power output seem favorable factors on surface. Market seems to be discounting the anticipated pickup in all business lines in early fall months. Shrewd traders do not expect any big upswing for present, but they do feel that market is definitely headed upwards.

Summary for Week Ending Saturday, Aug. 25:

STOCK EXCHANGE

High.	Low.	Sales.	Issue and rate.	High.	Low.	Rate.	Not
12 1/2	11 1/2	5,000	American Bond	3 1/2	3 1/4	3 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	1,000	Consol. Bond	10 1/2	10 1/4	10 1/4	1/2

* Plus stock exchange. † Paid this year on account of accumulations. ‡ New 1934 high.

CURB

14 1/2	14 1/4	4,000	Technical	19 1/2	19 1/4	19 1/4	1/2
14 1/2	14 1/4	4,000	Trans Lux	19 1/2	19 1/4	19 1/4	1/2

BONDS

13 1/2	13 1/4	\$27,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2

OVER THE COUNTER, N. Y.

10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2

PRODUCE EXCHANGE, N. Y.

10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2
10 1/2	10 1/4	5,000	Gen. Theat. Eq.	10 1/2	10 1/4	10 1/4	1/2

* Paid this year.

Inside Stuff—Pictures

(Continued from page 43)

for private showings of their pictures even requesting previews. Several companies acquiesced at first figuring it a good, costless gag, but are now annoyed since it's become a habit.

Excerpts from a VARIETY story on the circuit's name buying rampage have been incorporated by Loew's in a screen trailer ballyhooing its stage shows for the coming season.

Trailer is being shown in all the Loew stage show theatres. Story quoted was to effect that Loew's in a concentrated booking drive is scooping the booking field in name buys at heavy money.

While Paramount plans a 'Big Broadcast of 1934', and currently believes it will become something of an annual series, chances are the label will be changed.

An annual serial label is deemed to have a negative effect on audience psychology by some Par men.

Harold Lloyd's personal appearances, in connection with his 'Cat's Paw', in eastern key cities, is a precedent for that star.

Cecil B. DeMille's p.a.'s on behalf of 'Cleopatra' are also a departure in film exploitation.

Melen Vinson's switch into Columbia's 'Captain Hates the Sea', in place of Florence Rice who has been in a hospital several weeks with arthritis calls for considerable retaking as Miss Rice was in the film five weeks.

Reports that Divisional Administrator Sol A. Rosenblatt will use the influence of the National Recovery Administration to end current fight between ASCAP and film exhibitors over license fee boosts were denied this week.

Newsweek circles reported Pathe's quintuplet scoop cost the Rooster \$3,000 to look at the five babes. Actually Pathe paid nothing.

Mascot Films claims it has no deal to distribute through Pathe Exchange; that it will continue releasing on a states right basis.

Pathe Reorg.

(Continued from page 5)

to obtain working capital for corporate purposes.

Reservation is made under the proposed plan, however, that the plan shall not become operative until and if the Board of Directors of Pathe Exchange shall so decree, and the board, may if it so desires and deems it inadvisable not to put the plan in force, even if authorized by the stockholders. The board, at its will, can abandon the plan.

It is also provided, further, that the board of the New Corporation may comprise the present board members.

A proxy committee for the plan has been appointed by the present company board consisting of Paul Fuller, Jr., Charles A. Stone and Stuart A. Webb, to take whatever appropriate action the committee feels is necessary at the special meeting, additionally.

The plan calls for application to be made to the New York Stock Exchange to list the common stock of the New Corporation.

In the meantime, a profit statement of Pathe Exchange for the six months of the current year, as of June 30, 1934, has been issued showing net earnings over Pathe Exchange of \$116,432. This compares with a profit of \$40,154 for the corresponding six months last year.

Both periods include the regular dividend for six months on the 49% stock, interest which Pathe Exchange has in the DuPont Film Manufacturing Corp.

AHEAD AND BACK

Charles Bochart, p.a., Ivan E. Cedar, Woodmere, L. I.; also Leo Singor, 'Keep Moving' at Forest, N. Y. Stan By Ray, p.a. Stony Creek theatre, Stony Creek, Conn.

Struggling ex-speaks, now that drinking is legal, going in for heart-camp pa'ing and tiups. Newest wrinkle are cuffs parties to every new show debuting on Broadway—the establishment hosts the cast, etc., just for the publicity.

LETTERS

When Sending for Mail to VARIETY Address Mail Clerk. POSTCARDS, ADVERTISING or CIRCULAR LETTERS WILL NOT BE ADVERTISED. LETTERS ADVERTISED IN ONE ISSUE ONLY.

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Bartholomew	Lander George
Bayard Victor	Maynard Harry
Bears Will J.	Morse Walter
Brooks Fred	Scott Marie
Chen Lee	Simon Mary
Conrad Peggy	Villard Ralph
Green Carl	Walden Roger
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RENE BERTON

René Berton, playwright, poet, critic and former director of the

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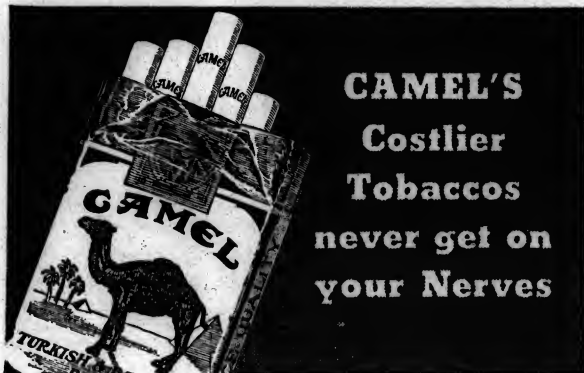
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